



Putting humans at the center

GBS at the inflection point



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working world

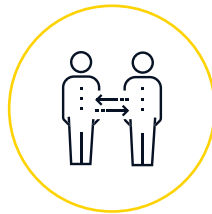
servicenow

For decades, shared services and global business services (GBS) organizations have functioned as back-office processing units focused on reducing costs and driving productivity. But major shifts in the world of work have revealed the need for agile approaches and human-centered solutions.

The challenges



Impacts of inflation



Supply chain disruption



Hybrid workforce dynamics



Increasing customer expectations



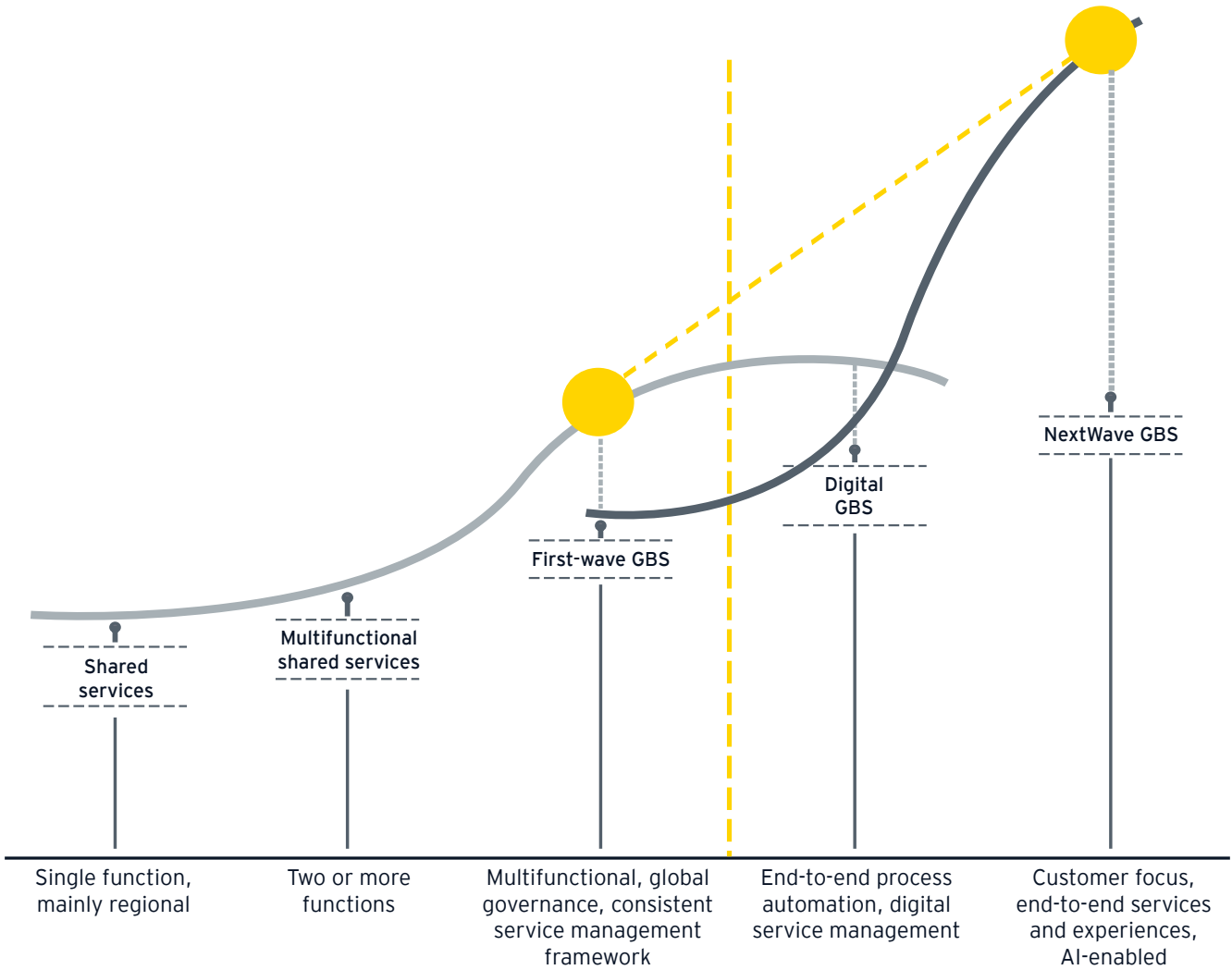
Climate change response



Nonstop technological advances



Many organizations are finding that their potential to drive new productivity with traditional GBS models has been exhausted. Yet while they are struggling, a small percentage is surging forward to create breakthrough value with a renewed focus on the S in GBS: **service**.



As they look to the future, leading organizations are making GBS their **digital transformation engine** using a flywheel approach. They're building momentum by applying four reinforcing levers – with **ServiceNow** as the core technology around which the flywheel spins.

The four levers of GBS value

Experience stimulates appetite for more services.

- ▶ Customer-led, human-centered service design
- ▶ Seamless, omnichannel service consumption
- ▶ Predictive, proactive and preventive care

Scale improves productivity and impact.

- ▶ End-to-end lean, automated and measurable services
- ▶ Focused service and solution innovation teams
- ▶ Automation orchestration and digital as a service



Branding uplifts reputation and fosters attractiveness.

- ▶ Internal and external GBS branding
- ▶ New skills required in line with evolving GBS scope
- ▶ GBS-enabled career acceleration

Performance enhances credibility.

- ▶ Speed, quality and consistency
- ▶ Transparency, reliability and control
- ▶ Measurability and actionable insights



2.6x

The adoption of a more responsive, diversity-informed and data-driven approach enables a simpler, easier-to-navigate experience for users – and that translates to significant business impact. In fact, organizations that put humans at the center of their GBS transformations are **2.6x** more likely to be successful than those that do not.

Source: "How do you harness the power of people to double transformation success?" EYGM Limited, October 2022.

Conclusion

EY and ServiceNow help organizations jump the S-curve to deliver breakthrough value with NextWave GBS. The flywheel approach allows GBS organizations to outperform by expanding their capabilities and ambitions.

[Learn more](#)



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