Adoption Challenges and Success Factors for Servicenow HR Service Delivery Implementation in Large Enterprises

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Abstract

Rapid globalization and advancement of technology has contributed to the rise of the HR Service Delivery platforms. The purpose of this study is to investigate the success factors and challenges associated with the integration of the HR Service Delivery platforms offered by ServiceNow in large enterprises. The secondary data collection method is chosen for this research that is also effective to collect information from secondary resources in managing the research context. The qualitative strategy is helpful along with considering research questions to collect information for the research. The research is considered a thematic data analysis process including the derivation of the theme to analyse secondary information.

Keywords: ServiceNow, HR Service Delivery (HRSD), large enterprises

I. Introduction

Human resource (HR) service delivery plays a key role in contributing to the success of the large enterprises through ensuring that the employees are engaged, productive as well as satisfied. Technology has become one of the crucial aspects of human life and it is contributing to business growth with increasing uncertainty in the market in this era of globalization [1]. Accordingly, the integration of technology and information system based human resource management (HRM) become important for penetrating the competition. In this context, the companies like ServiceNow come with the opportunity for the large enterprises to grow the top line while managing the bottom line through intelligent platforms [2].

Fig. 1. HRSD of ServiceNow

The HR Service Delivery (HRSD) activities offered by ServiceNow allow the organisations in maximizing its productivity through making it easier for employees to get the help and guidance all in one place as per their requirement. Therefore, this study is focused on investigating the key challenges as well as the success factors associated with the adoption of ServiceNow HRSD in large enterprises.

II. Aim and Objectives

Aim

The aim of this study is to analyse the challenges and the success factors of the implementation of HR Service Delivery (HRSD) of ServiceNow in large enterprises.

Objectives

* To recognize the significance of the implementation of ServiceNow HR Service Delivery in large enterprises
* To investigate the challenges associated with the adoption of ServiceNow HR Service Delivery in large enterprises
* To analyse the success factors related with the integration of ServiceNow HR Service Delivery in large enterprises
* To recommend strategies for fostering ServiceNow HR Service Delivery adoption in large enterprises

III. Research Questions

* What is the importance of the integration of ServiceNow HR Service Delivery in large enterprises?
* What are the challenges related with the adoption of ServiceNow HR Service Delivery in large enterprises?
* What are the success factors associated with the integration of ServiceNow HR Service Delivery in large enterprises?
* What are the strategies for fostering the adoption of ServiceNow HR Service Delivery in large enterprises?

IV. Rationale

Effective management of the human resource within the large enterprises has become an issue due to the lack of proper management infrastructure. The presence of cultural differences among the employees and failure in the maintenance of legal compliance with labor laws create issues in managing diverse employees in large enterprises [3]. Accordingly, HRM has become an issue in the large enterprises as the growth and success of the organisations depended on the efficiency and productivity of its valuable assets like its employees. On the other hand, the HR software market in the US has witnessed a transformation due to technological advancement and the revenue of this sector has accelerated at a CAGR of 9.1% over the past five years to $20.6 billion [4]. Based on this, the integration of the HR software platforms in the management of human resources in the large enterprises has become an issue now. This study is going to solve the issue in HRM with understanding the challenges and success factors associated with the HRSD of ServiceNow.

V. Literature Review

Significance of HR service delivery platforms for large enterprises in the US

HR service delivery platforms come with the opportunity of improving the experience of the employees within the large enterprises. High-quality HR services through digital platforms help in making the employees feel supported by their organisations along with delivering direct access to organisational resources [5]. For instance, the HR services delivered by ServiceNow like "anytime and anywhere access" help in maximizing employee satisfaction within the large enterprises [6]. On the other hand, the rise of a number of companies in the field of digitalized HR service delivery is significantly working on transforming this industry in the US [7]. In this context, the market size of the HR Service Delivery industry in the US is predicted to attain a valuation of $90.39 billion in 2023 with a "compound annual growth rate (CAGR)" of

11.56 percent from 2024 to 2031 [8]. Therefore, HR service delivery has become one of the significant aspects in influencing the US industry along with improving HRM within large enterprises.

Fig.2. Importance of HR service delivery platforms like ServiceNow

Challenges faced by the large enterprises in integrating HR service delivery platforms in their operations

There are a large number of challenges that are experienced by the large enterprises at the time of integrating HR service delivery systems including change management, need for employee training and development and employee safety risks. The integration of HR service delivery platforms in human resource management can involve changes in HR functions and delivery [9]. Accordingly, the need for changes can further lead to increasing resistance from the employees and managers which has become an issue. On the contrary, HR service delivery systems required active engagement of the employees over the platforms [10]. However, the lack of technological knowledge among the employees of the organisations lead to increasing challenges in maintaining engagement. Therefore, it becomes necessary for the large enterprises to invest in employee training and development programmes for guiding regarding the use of HR service delivery platforms.
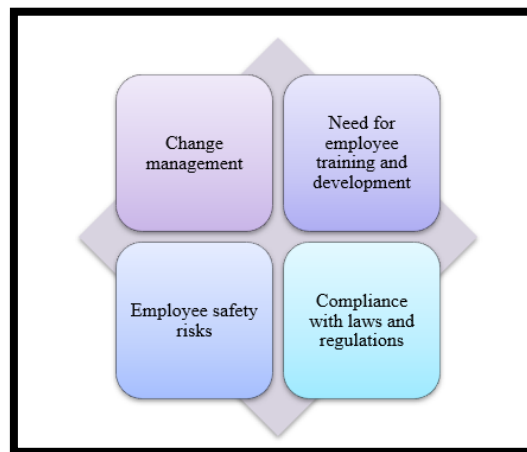

Fig.3. Challenges of implementing HR service delivery platforms

Success factors for related integration of ServiceNow HR Service Delivery within large enterprises

The integration of the ServiceNow HR Service Delivery (HRSD) for large enterprises mainly shaped with handing leadership commitment, and technology alignment. Businesses need to prioritise initiative in managing resources allocation that contains impact in handling overall service delivery process maintenance [12]. In this context, an organisation also needs to maintain a provider role to encompass enterprise capability to handle business technological shifts that contain impact in managing service delivery maintenance for large enterprises. Employees need to have appropriate training and skill in performing in

new systems that are effective in managing overall delivery activity and service maintenance for large enterprises. For instance, it is seen that the Software company ServiceNow workforce has increased to 22,668 people in 2023 and that business has the largest share of their workforce working with sales, which accounted for almost eight thousand people [13]. In this aspect, integration of Delivery capability development can manage existing infrastructure development processes of business that minimise disruption, and ensure the overall delivery activity in managing business operations of large enterprises.

Strategies in Fostering ServiceNow HR Service Delivery adoption in businesses

In managing HR Services Delivery of businesses, it is needed to include best working practices along with fostering early engagement with key stakeholders. In this context, involving HR leaders with the end users can manage the overall design and planning phase effectively in maintaining organisational needs that ensure a smoother adoption process of technologies [14]. Along with managing working activity, development of communication approaches also plays critical roles that articulate benefit in managing service delivery and emphasise overall working activity related to nature services. There is also a required training programme in managing continuous support for employees that are crucial in managing their interaction with the system and handling overall collaboration in tasks that encourage wider acceptance of HR Service Delivery in global range.

Theoretical underpinning
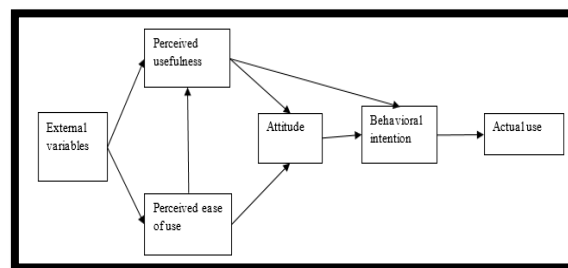
Technology acceptance model (TAM)

Fig.4. Technology acceptance model (TAM)

Technology acceptance model (TAM) is associated with developing understanding regarding the ways users come to accept and use a technology. As per "Technology acceptance model (TAM)", perceived ease of use and perceived usefulness of technology are two concepts that describe adoption of technology among individuals [11]. Therefore, the usefulness and ease of use of the HR service delivery options offered by the companies like ServiceNow can lead to maximizing its adoption in large enterprises.

Literature Gap

Previous literature has not specifically discussed the challenges and success factors of implementing the HRSD of ServiceNow in large companies. Henceforth, this study is focused on the software company ServiceNow based in the USA for recognizing the challenges and success factors in its implementation in large enterprises.

VI. Methodology

Research methodology is based on a methodological and systematic plan to solve research problems that include a valid procedure in collecting information according to the aim, and objectives of research. The research involves the ***interpretation research philosophy*** that is important to gather data from a subjective view dataset. The interpretivism philosophy mainly focuses on qualitative information that is also a major reason for selecting this interpretivism philosophy [15]. The research includes an ***inductive approach*** in gathering information with the basis of new theory and pattern. The research rejected deductive approach as the research was not willing to deduct any information that is related to HR services delivery that helps to

get a better understanding ServiceNow HR Service for enterprise. The ***qualitative strategy*** is helpful in getting a deeper understanding of the research context along with considering research questions to collect information for the research. Utilisation of ***mono-method*** research choice in considering qualitative information is effective to gather resources from non-numeric data sets that help to maintain the research context. The research has a major focus on ServiceNow HR Services that are possible to gather more accurately in using qualitative data collection processes.

The ***secondary data collection method*** is selected that is also effective to collect information from secondary resources in managing the research context. Selection of the research method is specific to maintain research gap along with adding information, where relevant genre and article will be used in the research to analyse data service delivery importance in managing large enterprises activity. The research is considered a ***thematic data analysis process*** including the derivation of the theme to analyse secondary information that is collected in this research. Selection of qualitative data helps to find interlinks in between research objectives and findings that help to maintain desired outcome in managing research context on ServiceNow HR Service delivery. The "Copyright designs and patents act 1988 (c.48) is used in protecting information from the issues of intellectual property rights handling". The present research also followed all the legal protocol, and guidelines in managing research context along with managing research credibility.
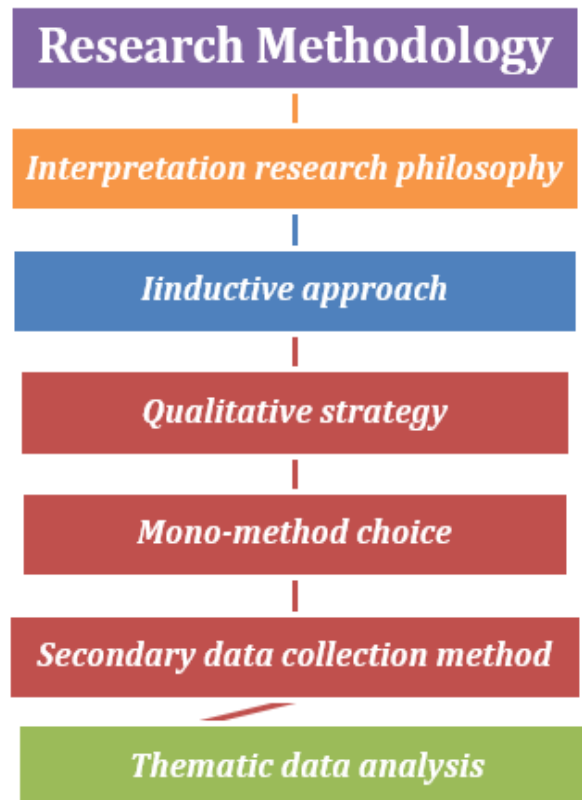

Fig.5. Research methodology flowchart

VII. Data Analysis

Theme 1: Enhancing employee experience and the operational efficiency through ServiceNow HR Service Delivery for the large enterprises

The implementation of HR service delivery holds significant importance for transforming nature operations along with enhancing the overall experience of employees. Inclusion of the services contains key benefits in managing automation of the manual task of nature that reduce administrative burden and allow the HR team to manage more strategic activities to manage business performance [16]. For instance, ServiceNow HRSD, Inclusion of routine processes such as case management employees request handling and on boarding are

effective in managing faster response time maintenance. The shift of working activity along with advanced easier services streamline operation as well as enhance scalability of nature that are critical in managing a diverse workforce.

Inclusion of the HR services also includes user friendly experience for employees with integrating easy access to a self-service portal that is effective in managing employees motivation at work. This approach of HR services empower workers in managing greater engagement at work that result in higher retention rate of employees in managing their working activity. In this context, development of platform availability of employees also manage their personalised service as per the need, where employees feel valued and supported in managing their employment journey [17]. For instance, ServiceNow HRSD extends beyond the operational gains that helped to manage alignment with ager practises in managing broader digital transformation of large enterprises in managing organisational success.

Theme 2: Navigating complexity of HR Service delivery in large enterprises

The large enterprises in the US need to comply with complex assemblies of federal, local and state regulations like ERISA, Family and Medical Leave Act and Affordable care act [18]. The workforce in the US is increasingly diverse in the aspect of linguistic, cultural and generational needs that requires HR service delivery to be customised to meet the diverse needs. For instance, IBM, the multinational company, has more than 350,000 employees in more than 170 countries. The HR department of this company has been facing significant challenges in the aspect of personalised and standardised HR services to the huge workforce [19]. In the aspect of global large enterprises, the companies need to comply with multiple regulatory requirements like GDPR in the European Union countries as well as labour laws in Asia. The large enterprises in the US also face issues in the aspect of technological advancements as the HR service delivery needs to be kept pace with specific changes like leveraging tools equipped with AI, cloud-based and machine learning tools.

Theme 3: Best practices for delivery of HR services in the large enterprises considering lessons from successful implications

The integration of comprehensive employee engagement strategies including regular feedback, recognition, motivation and reward programmes help in improving employee retention, satisfaction as well as productivity. Leveraging data analytics for informing HR-decision making such as workforce planning, management of talent and administration benefits is useful in identifying patterns, trends and necessary insights for shaping the HR strategies and initiatives in the large enterprises. For instance, the People Operations in Google, reflects the importance of HR functions, talent management as well as workplace services as best practices in the context of delivering HR services in the organisation [20]. The mobile-accessible HR services for the employees can improve employee engagement, productivity along with job satisfaction. The digital transformation of HR services in Microsoft has been included with a cloud-based HR platform and it has resulted in suitable improvement in employee engagement as well as business outcomes [21]. Therefore, Integration of advanced technologies can be considered as the successful factor in terms of HR practices for delivering enhanced employee experiences.

Theme 4: Future-proofing HR strategies for sustainable HR services in large enterprises

Use of data analytics for making informed decisions, predicting talent gaps and identifying the areas for improvement can help the large enterprises in optimising HR strategies. For example, Walmart has been using data analytics in the aspect of HR decision making such as prediction of talent gaps and identification of the areas that need enhancement for streamlining the business operations in the organisation workplace [22].

Extensive focus towards fostering positive employee experiences by utilising personalised HR services, rewarding employees is helpful in maintaining continuous improvement. The employee experiences initiatives in Facebook have helped in creating a positive and inclusive working environment. Apart from

that, development of a future-ready leadership pipeline through identifying, developing and utilising the leaders having necessary skills and competencies for leading the organisation in the future context. For example, the leadership development programme in General Electric is focused on promoting the leaders with suitable competencies to lead the business company in future [23]. It has helped in building a future-ready pipeline of leadership for the business organisation.

The most important scenario is fostering a culture of continuous learning through providing employees with best level opportunities for learning new skills and staying upgraded with advanced technologies. It is quite helpful for the HR services for driving success and obtaining competitiveness in the US as well as in the global market. For instance, the online learning platform leveraged by AT&T have helped employees in developing innovative skills and in getting accustomed with advanced technologies for better productivity.

Discussion

The research highlights transformation of HR service delivery in large enterprises, and its related impact to manage operation efficiency as well as worker experience. The ServiceNow HR Service Delivery Streamlines overall HR functions along with automating tasks, and activities of large enterprises that reduce overall workload of administration and enhance productivity. This alignment emphasizes the overall facility of HR services that include more accurate working activity and develop experience of employees that lead to improve overall working productivity in large organisations. The large enterprises in the US as well as global context need to maintain the local as well as state regulations for better employee management. The compliance of labour laws in the organisation workplace can help in delivering HR services properly. The HR department has been facing significant issues in the aspect of cultural, linguistic barriers in large enterprises. As the large enterprises have been operating in various countries, the HR department has to maintain remote employees in this scenario [22]. The integration of technological advancement has been helping in the HR service delivery by fostering feedback and continuous monitoring of the employee problems. The arrangement of development programmes for the employees can help in integrating the technological advancements in the organisation workplace for better productivity in this scenario. The cloud-based HR services in the US large enterprises can help in effective management of the workforce.

VIII. Future Aspects

The utilisation of AI and ML in the HR service delivery would become increasingly prevalent that enables the large enterprises for automating the routine tasks, enhancing decision-making as well as employee experiences. The cloud-based HR services are easy to access irrespective of place and time and it enables the large enterprises in reducing costs, improving scalability and developing the employee experience also. The mobile-first design of the HR application has been becoming increasingly significant for enabling the large enterprises to offer the employees seamless and intuitive experiences regardless of platforms and devices. Business analytics would become increasingly important in the aspect of integration of advanced technologies in the large enterprises for staying ahead of the curve and developing employee experiences.

IX. Conclusion

On the basis of above-mentioned information, it can be concluded that the adoption of ServiceNow in the aspect of HR service delivery in the large enterprises is quite a complex procedure that needs suitable planning, execution as well as management. The challenges associated in the context of integration with existing systems, data quality and governance, change management, configuration and customisation, security and compliance need to be addressed for successful implementation. The right approach in the aspect of adoption of ServiceNow HR service delivery can be observed as robust project governance, necessary change management along with continuous improvement in this scenario.

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