



“With ServiceNow, our employees have instant, self-service access to widely-used HR services. We’ve made these services much more responsive and efficient, freeing our time to help employees that have unique needs.”

– Donna Woodruff, Director Team Member Experience & Service Management



Organization
Cox Automotive

Industry
Services

- Challenges**
- Service centers were buried under calls and emails
 - Inability to provide self-service and self-help
 - Limited data to track performance

- Results**
- Enabled to move to a tiered support model
 - Increased call agent responsiveness
 - Visibility in to reports and metrics show how processes are performing

Cox Automotive Transforms HR Services for 25,000 Staff

ServiceNow HR Service Management Empowers Employees and Automates HR Processes

Cox Automotive is a leading provider of products and services for the automotive ecosystem. A subsidiary of Cox Enterprises, the business has grown quickly through acquisition of many industry-leading automotive brands – including Kelly Blue Book, Autotrader and Manheim – and now employs 25,000 people in more than 200 locations across the globe.

When Cox Automotive acquired AutoTrader, they immediately saw the power of AutoTrader’s ServiceNow ITSM platform. As a result, they rapidly expanded ServiceNow’s service desk capabilities across other major brands – including Manheim – replacing a number of legacy helpdesk systems. According to Donna Woodruff, Director of Team Member Experience and Service Management, “ServiceNow delivers a great user experience, and it’s incredibly easy to stand up new services from a backend perspective. With everything in one place, we respond more effectively to incidents, and we can measure and improve our performance.

Self-Service Makes HR More Responsive and Efficient

Cox Automotive quickly realized that ServiceNow also had huge potential beyond IT. The company operates two Employee Service Centers in the US, serving the human resources needs of 25,000 of its employees. When Cox Automotive wanted to transform the way that these centers serve employees, ServiceNow was a natural choice. At the time, the two service centers were buried under calls and emails, and were struggling to respond effectively to employees’ needs. By creating an HR self-service portal, automating processes, and moving to a tiered support model, they would increase responsiveness and free service center call agents to deal with more complex employee HR inquiries in these areas. The company realized that it needed a state-of-the-art system to support its Customer Service Center staff, and chose ServiceNow’s Incident Management application to meet this need.

Results in Just 60 Days

Using ServiceNow's HR Service Management, Cox Automotive rolled out a complete solution in just 60 days. Michael Greenfield, Sr. Business Analyst, says that, "ServiceNow gave us what we needed out of the box. We could accomplish virtually everything we wanted just through configuration, and we didn't need experienced technical staff to get things done. We did all the work in-house with just two resources."

Now, employees use ServiceNow's HR self-service portal to instantly access widely used HR services – everything from updating personal information to finding out how to enroll for health or 401(k) benefits. Cases are automatically routed to the right HR expert, whether they are opened through self-service or by the service center. Greenfield emphasizes the benefits, saying that, "With ServiceNow, we've been able to put in place a true tiered support model. Our service center agents now spend time listening to employees, rather than cutting and pasting emails and figuring out where to send cases."

Driving Continuous HR Service Improvement

With ServiceNow, Cox Automotive now has a comprehensive set of reports and metrics that show how their processes are performing. This extends beyond their service centers, since ServiceNow also automates their backend HR processes – such as managing the biweekly payroll corrections for employees or onboarding employees. According to Woodruff, "We now have real data to drive decision making, so we can continuously enhance and optimize the way we work."

Service Management across the Enterprise – and Beyond

For Cox Automotive, HR is just the start. They see the enormous value of service automation throughout their business – and for their customers. For example, their Manheim division is investigating using ServiceNow to provide car dealerships with a catalog of auction support and other support services. Cox Automotive also plans to expand ServiceNow further in HR and IT, integrating with their existing HR systems and leveraging advanced capabilities such as performance analytics, orchestration, and governance risk and compliance.

Talking about ServiceNow, Woodruff sums it up this way, "ServiceNow is a massively capable platform, and the range of applications that are available deliver instant value. We proved that with our HR initiative, and the flexible configurability makes it easy to adapt to specific business needs. We see an enormous potential going forward."

"We now have real data to drive decision making, so we can continuously enhance and optimize the way we work."



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