

EVIDEN



Transforming colleague experience for Lloyds Banking Group

How Eviden created a modern, engaging employee experience platform on ServiceNow achieving seamless transition and elevated engagement.

Project at a glance

Overview

Lloyds Banking Group, in partnership with Eviden, leveraged ServiceNow to enhance colleague experience, creating a dedicated Employee Center to provide a seamless digital experience, improving employee access to services and information while maintaining a strong focus on the human aspect of technology implementation.

Outcomes

The Employee Center implementation using ServiceNow resulted in improved user engagement, streamlined access to information, and elevated colleague experience. Since the transition, the Employee Center has witnessed approximately 1.5 million page hits, engaging around 50,000 users in over 200,000 sessions.

About Lloyds Banking Group

Lloyds Banking Group, a leading financial institution headquartered in the United Kingdom, stands as one of the largest and most established banks in the region. With a rich history dating back to the 18th century, Lloyds serves millions of customers across personal, commercial, and corporate banking sectors. Operating a vast network of branches and digital channels, Lloyds is known for its extensive reach and comprehensive range of financial services. As a major player in the industry, Lloyds Banking Group is recognized for its commitment to innovation, customer satisfaction, and operational excellence.

Client backstory



As a major player in the industry, Lloyds Banking Group is recognized for its commitment to innovation, customer satisfaction, and operational excellence. In 2018, Lloyds embarked on a transformative journey to shift parts of its IT Service Management (ITSM) operations from its legacy on-premises tools to SaaS services in the Cloud. Collaborating with Eviden and its own internal task force, the Bank successfully migrated its BMC Remedy platform and tools to ServiceNow. ServiceNow was chosen due to its cloud-based nature, which simplifies upgrades, leverages common data across, and integrates well with other technologies in comparison to the previous ITSM platform.

This implementation was intentionally kept as close to out-of-the-box as possible, minimizing customization for ease of management and future upgrades.

This initial project involved 23 complex integrations (reduced from the planned 33 'required' through Eviden consultation and consolidation), catering to a massive user base of 140,000 end users. The Bank realized significant value from this deployment, including enhanced operational efficiency, lower risk, greater compliance, and streamlined processes – and support for continuous improvement.

Part of this continuous improvement involved scanning the environment for opportunities to extend the value into the business. When it became clear that the Bank would benefit by upgrading its colleague experience to match that of its customers, Eviden was 100% on board.

The Bank's internal team conducted a comprehensive internal research project to uncover the obstacles faced by internal users and how ServiceNow could add real value that would be felt by the business. This revealed a number of challenges that centered around limited insight, disconnected data, dated information, and user frustrations. Informed by these insights and its already deep knowledge of the Bank's ServiceNow deployment gathered through past deployments, Eviden set out to create the kind of employee experience that would align with the Bank's commitment to service.

Execution summary



Our deep understanding of ServiceNow development standards ensured a structured and consistent approach throughout the project. Collaboration between all teams – from Eviden and the Bank as well as various specialist service providers – followed a predefined process, incorporating best practices and lessons learned to optimize outcomes.

- **Teamwork makes the dream work**

Eviden is committed as a transformational partner to meet customer goals; our team of experienced ServiceNow professionals became an integral part of the project, integrating seamlessly with the Bank's own tactical and strategic teams. Our experts provided not only senior-level oversight, but the technical services, and process consultation needed to drive the project towards the desired outcomes, all the while aligning to the Bank's objectives around first-class colleague experience with the capabilities of the ServiceNow platform.

- **The right technology from the start**

With the initial technological transformation powered by the ServiceNow platform, this would form the foundation of ensuring seamless integration and enhanced efficiency across the Bank's operations. It was important to deliver value at speed, and we worked in partnership to ensure minimal customization, and ensuring business needs were met.

- **Service that delivers end-to-end value**

Eviden's range of services from implementation services, technical support, training, and deep process consultation played a pivotal role in ensuring the Employee Center would deliver the outcomes needed. Eviden's presence ensured a smooth transition and empowered the Bank's teams to leverage ServiceNow's capabilities to their fullest potential.

- **Process drives outcomes**

The project followed a clear roadmap, starting with understanding needs and goals during the discovery phase. From this, Eviden was able to create a basic version of the service to build upon. This foundation enabled us to construct the complete system, all while providing essential training to our teams.

Thorough testing with a group of 300 users ensured the solution's reliability, leading to a smooth transition to the live environment.

This practiced, well-orchestrated process ultimately ensured Eviden was able to hand over a refined end-product with limited disruption to the Bank.



Outcomes



Post-implementation summary

This deployment relied heavily on capturing hearts and minds early on and supporting this with a strategy centered on fulfilling customer needs, guaranteeing efficient delivery, prioritizing user experience, and applying agile methodologies.

Benefits

The implementation of the Employee Center using ServiceNow brought numerous benefits for the Bank. Notably, the Bank successfully enhanced colleague experience in ways that are genuinely important to its employees through seamless and anticipatory engagement that mirrors its high standards of customer experience.

By focusing on user input and needs, Eviden helped the Bank to improve employee productivity, efficiency, and simplified knowledge access. The AI-powered search functionality introduced was particularly valuable, helping to streamline information retrieval, leading to increased user engagement.

Delivery status and statistics

- The project began in November 2022 and went live on July 25th, 2023.
- Since the transition, the Employee Center has witnessed approximately 1.5 million page hits, engaging around 50,000 users in over 200,000 sessions.
- These metrics, alongside the user experience dashboard provided by ServiceNow, serve as concrete evidence of the platform's improved efficiency and user engagement.

Follow-on projects

Building on the success of the Employee Center implementation, the Bank and Eviden are exploring additional projects to further enhance digital capabilities and employee experiences. These projects will be aimed at refining the platform, addressing user feedback, and ensuring that the platform remains aligned with the bank's strategic direction.

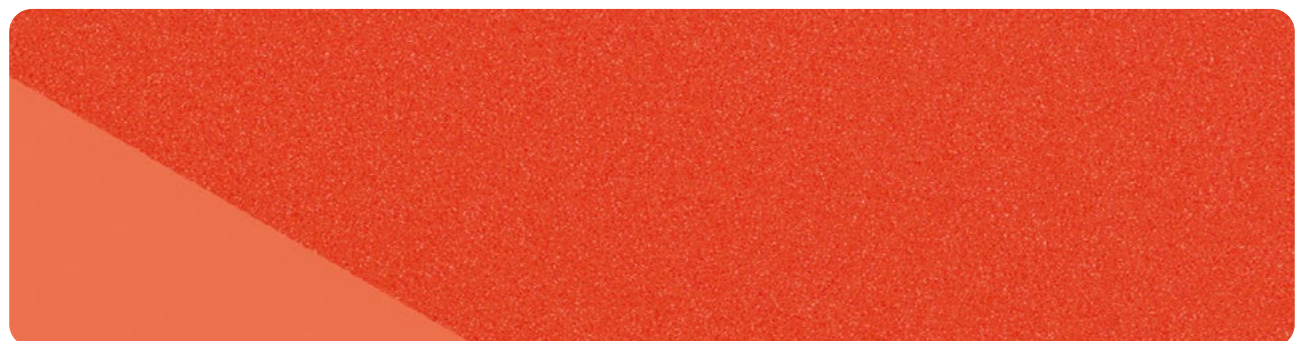
Why Eviden



Lloyds Banking Group's partnership with Eviden played a pivotal role in the success of the Employee Center implementation. Eviden's deep understanding of Lloyds's strategy and needs, combined with their collaborative approach, ensured a seamless transition and continuous improvement.



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Ultimately, it's been an incredible experience for our customers. They get exactly what they need from the system, and sometimes, it's the simplest things that turn out to be the most valuable. Having the ability to access what they want, precisely when they need it, in an easy-to-consume way, enables them to address their needs and requests quickly and efficiently. This not only ensures a fantastic user experience for them but also minimizes any disruptions. It's about providing a seamless process that efficiently caters to their requirements, with remarkable ease.

– Ilya Romaine,
ServiceNow ITSM Transformation Product Owner,
Lloyds Bank



At Eviden, we often emphasize how important it is to keep the customer at the heart of what we do. This has been one of those implementations that has truly demonstrated – end-to-end – how instrumental this philosophy is to a project success.

– Mat Middleton,
Global Head of ServiceNow Practice,
Eviden



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