

# Workflow Quarterly

Spring 2019:  
The Business Value Issue

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# Workflow Quarterly

Workflow Quarterly is dedicated to publishing original research and enterprise journalism on workflow digitization.

## Do you know how to drive better results in your business?

A new global study conducted by Lawless Research and reported by renowned IT expert Thomas Davenport shows that changing the employee, client and IT experience with automation technologies that digitize workflows makes work better.

In this issue of Workflow Quarterly, we examine the business value of digital workflows, based on:

**6,000+** survey of full-time workers in Australia, Canada, France, Germany, Hong Kong, India, Japan, Mexico, Netherlands, Singapore, the U.K., U.S.

**800+** survey of U.S.-based IT executives

**20+** interviews with global business technology leaders

Read more at [workflow.servicenow.com/quarterly](http://workflow.servicenow.com/quarterly)



# The more automation, the greater the benefits

Higher levels of automation correspond with happier, more productive, and more creative employees—as well as increased customer satisfaction, reduced employee turnover, and higher revenues.

## Company

**2.5X**

Highly automated companies are 2.5 times more likely to have higher revenue growth relative to their competitors

**80%**

of employees in highly automated companies said digital workflows boost productivity vs 59% in highly manual

## Customer

**72%**

of employees in highly automated companies said digital workflows increase customer satisfaction

**76%**

of employees in highly automated companies said digital workflows improve their organization's competitiveness

## Employee

**82%**

of employees polled in highly automated companies said digital workflows simplify work processes vs 64% in highly manual

**74%**

of employees polled in highly automated companies said digital workflows improve job satisfaction vs 53% in highly manual

**72%**

of employees polled in highly automated companies said digital workflows increase time for creativity vs 54% in highly manual

**“In short, there seems to be many reasons for and benefits from adopting digital workflows, and none—at least in these surveys—for not doing so. From both the individual and company perspectives, for both workers and IT executives, and on every question and issue, automation yields more satisfaction, more benefits, and better performance. It’s rare in my experience as a researcher to see such consensus on any type of intervention in business organizations.”**

**-THOMAS DAVENPORT**

President's Distinguished Professor of IT and Management, Babson College,  
Senior Advisor, Deloitte Analytics, and Cognitive Digital Fellow, MIT Center for Digital Business

[Watch Tom Davenport discuss digital workflows](#)

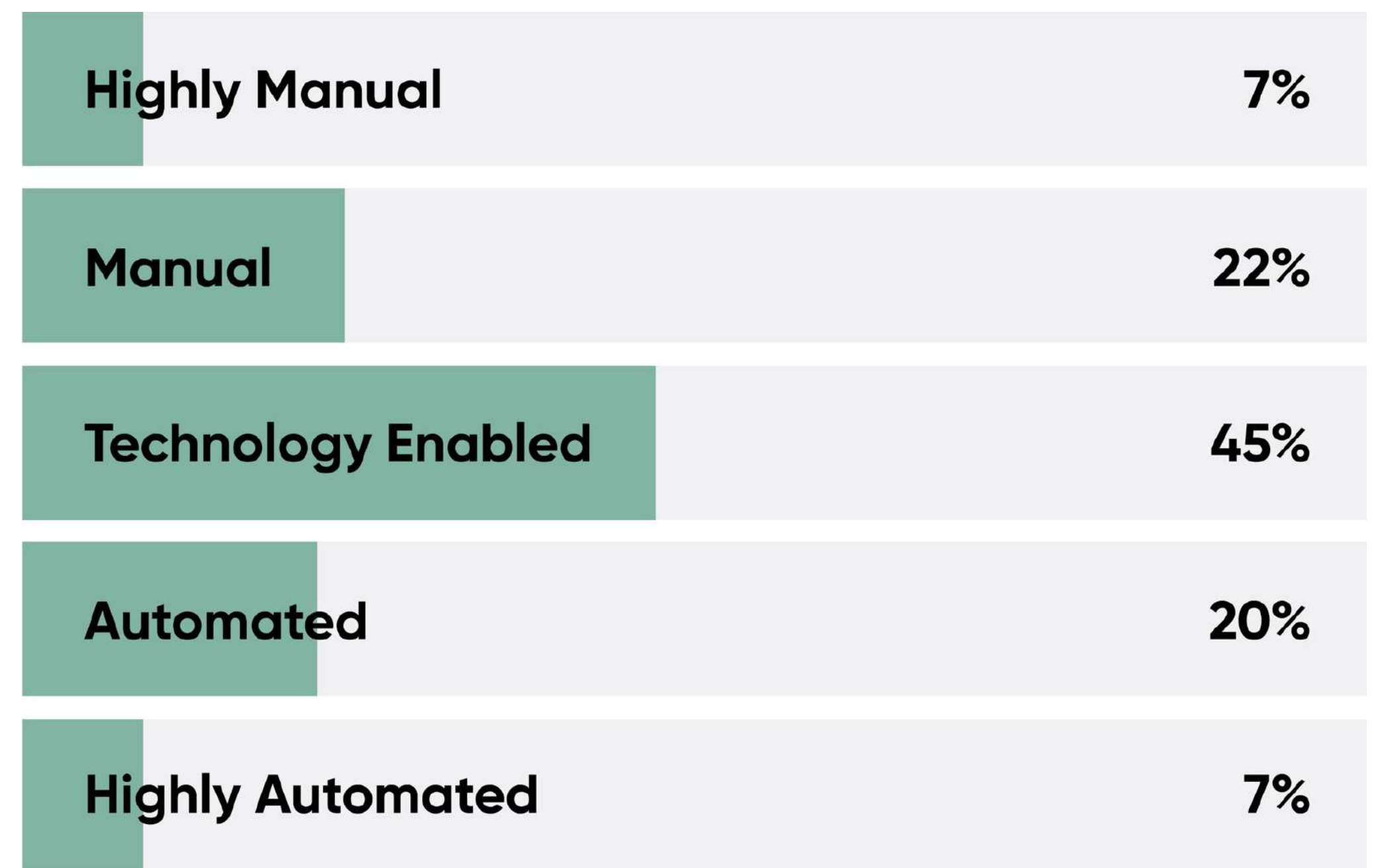


# Digital workflows are just starting to make an impact

There's a tremendous opportunity to get ahead of their competition: just 27% of companies polled have work processes that are predominately automated.

And, the workforce is onboard: 70% of employees even in highly manual companies are very interested in learning new job skills, as are 83% in highly automated organizations.

How would you describe the average automation level of the process you use to perform your work:



# Get started: checklist for success

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**The more automation, the more value**

Leading firms are adopting not just one automation-oriented technology, but multiple ones.

**Move beyond the back office and IT**

Companies may be tempted to choose the most structured or the most IT-focused processes to automate. But there is plenty of value in less structured activities outside of the IT function.

**Think process**

Before large-scale adoption of digital workflows, make sure you know the steps in your processes, the time and cost of performing them today, and how they might be improved even before automating them.

**Establish a Center of Excellence**

The most effective firms at managing digital workflows include representatives from across the organizations.

**Train, train, train**

Communicate the purpose and objectives of the system, describe the vision for the new process, and describe what new skills are necessary. Enlist HR as a partner.

**Establish your own business value**

If you want to persuade executives within your company, you need to develop a business case that is specific to your organization.

[Read more at \[workflow.servicenow.com/quarterly\]\(https://workflow.servicenow.com/quarterly\)](https://workflow.servicenow.com/quarterly)

# Upcoming Issues

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Summer 2019:  
The Leadership Issue

**What is a  
CIO's job?**

This issue will draw on a survey of 500 CIOs to explore what defines a world-class technology leader today, and the impact they have on business.

Autumn 2019:  
The Strategy Issue

**How can CIOs  
shape the future  
of work?**

This issue will map out the journey for CIOs to make work better in their organization. It will define a vision for how digital workflows can transform various business lines, including customer service, human resources and information security.

Winter 2019:  
The Culture Issue

**Can computers  
at work make  
us happy?**

This issue will identify the connection between people and machine through an in-depth ethnographic investigation, which will illustrate the impact of automation on employees.