

Managers at General Mills claim back valuable time with ServiceNow Manager Hub

A trusted household brand with a global footprint, General Mills employs over 38,000 people across 30+ countries. Like many large enterprises, General Mills recognized that its managers were spending too much time on administrative tasks, approvals, and system-hopping to find the information they needed. The company set out to solve this with a digital experience that aligned with how modern employees expect to work - fast, intuitive, and connected.

The Challenge: **Disconnected Systems, Delayed Actions**

Typically, managers spend over 40% of their time on low-value administrative work, much of it spread across siloed platforms. For General Mills, this led to delays in approvals, duplicate effort across tools like Workday and ServiceNow, and inconsistent team support experiences.

HR leadership wanted to provide a “consumer-grade” digital experience that would eliminate this friction, empowering managers with actionable data, and encourage proactive team engagement - all from a single pane of glass.

Having previously partnered with General Mills on



their broader ServiceNow HRSD and EC Pro rollout, Cprime|INRY was a natural choice to lead the Manager Hub implementation.

Empowering Managers with **Manager Hub**

Cprime|INRY implemented the Manager Hub, available as part of HRSD Pro, increasing managers self-service and proactive engagement with their team by providing insights and recommended actions for what's most urgent and important to drive team success.

Our collaborative design workshops ensured that managers *were always at the center of everything we built.*

- Mapped current-state HR manager processes and tool usage
- Demonstrated Manager Hub capabilities and value with real use cases
- Captured functional and UX feedback from process owners
- Identified opportunities for standardization and automation
- Defined secure access models and data integrity requirements
- Built a tailored enablement plan for adoption and training

What Managers *Appreciated the Most*

- Customized Overview and Your Team tabs to show team requests, important dates, and daily performance stats
- The “Requests Opened by Your Team” widget for

better activity tracking

- Tailored team filters, column headers, and employee cards to reflect General Mills’ organizational structure
- The View as Direct Reports feature for role-based visibility
- Integration with Workday for seamless data flow and reduced system toggling

Adoption & Measurable *Outcomes*

General Mills set a goal of 70% manager adoption within the first 90 days and exceeded it. More importantly, the solution was not just adopted but actively used to drive better outcomes:

- Over 70% of HR cases raised via Manager Hub were resolved at Tier 1, reducing escalation overhead
- Managers now have a “one-stop-shop” for HR processes and insights, no longer needing to jump between systems
- Decision-making and team support have become faster, more data-driven, and more consistent across geographies

Throughout the engagement, Cprime|INRY went beyond implementation, serving as a thought leader and advisor to General Mills. Our team ensured the best practices were applied at every stage, from data access modeling to UX optimization. By proactively addressing friction points in manager workflows and delivering a solution that balanced technical rigor with intuitive design, Cprime|INRY helped General Mills realize the full potential of Manager Hub. Behind every tool is a person trying to do their job better. Manager Hub gave people leaders at General Mills the clarity, control, and confidence they needed to focus on what matters most, leading their teams.



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