

Transforming Employee Experience at Georgia State University

The Opportunity

For more than a century, Georgia State University (GSU) has been a center of academic excellence. From its modest beginnings in 1913, the university has grown into a research powerhouse and boasts one of the largest student populations in the United States.

Serving the university's 55,000 undergraduate, graduate, and doctoral students is a major undertaking. The university employs more than 1500 educators and administrative staff of more than 3500. Attracting and retaining the best talent to help drive the best possible education and research outcomes is challenging in the best of situations. In a tight labor market like that seen in recent years, the university realized that it needed to transform its HR Services capacity from its reliance on email and telephone interaction to better service its faculty and support staff.

The Approach

ServiceNow emerged as a powerful and attractive option. The university has existing investments in a PeopleSoft HCM system but realized that the platform of action required by its HR team and workforce was best provided by ServiceNow's Employee Experience platform.



Of course, choosing a platform is only part of the process – the right partner can often make the difference between successful adoption and an expensive mistake. After consulting with its ServiceNow account executive, the team at GSU was referred to INRY.

**50%
Reduction in
inbound
requests**

**37% Increase
in Human
Resources
productivity**

**400% ROI in
three years**

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A prominent leader in Human Resources Services Delivery and one of the original co-developers of the ServiceNow HRSD solution, INRY has been a recognized thought leader in the space – as evidenced by INRY's selection as the 2021 Employee Workflow Partner of the Year for Healthcare, State and Local, and Higher Education.

The Georgia State University Human Resources team has evolved its HR services over time since the university's inception. As GSU looked to elevate the HR services offered to its teams, it had mature processes in place in the form of 10 Centers of Excellence (COEs). These centers of excellence provided a template for capturing, categorizing, and fulfilling inbound requests from colleagues. Leveraging existing COE models, INRY worked alongside GSU to digitize and enhance HR services using a mobile-friendly Employee Center portal, a self-service knowledgebase, a case management capability for capturing inbound requests, and integration to the existing PeopleSoft HCM.

The Rewards

By leveraging the Power of the Platform to enhance their HRSD quality and capacity, Georgia State University can expect massive improvements in both service levels and associated costs as compared to their former ad hoc processes.

Typical HRSD adopters like GSU see benefits that include:

- **A 50% or greater reduction in inbound requests**¹ thanks to the 24x7 availability of self-service knowledgebase articles that address frequently asked questions and provide links to relevant sources of information
- **A 37% increase in Human Resources productivity**¹ thanks to two factors:
 - A reduction in inbound requests, as outlined above
 - More accurate assignment of inbound requests to the resource best equipped to fulfill it, in GSU's case, one of the defined Centers of Excellence with specializations in matters like talent acquisition, compensation, benefits, and learning/development
- **A 100% Return on Investment in less than one year**, a 400% ROI typical in just three years. More importantly, the organization frees up HR's brain share for strategic workforce planning essential in a time of tight labor markets and hybrid workforces

Thanks for their investment in ServiceNow HRSD and INRY's SMART Success delivery services, Georgia State University is well-positioned to provide its employees with the exceptional HR support required to support the growing student population. By adopting the world's best-of-breed solution for Employee Experience, GSU can accelerate its mission of transforming the lives of students and advancing the frontiers of knowledge.



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