



CASE STUDY

**ServiceNow-led
Enhanced UX for World's
Largest Multimedia &
Entertainment Major**



Client

The client is arguably one of the world's largest Media and Entertainment (M&E) businesses, with employees 190K+ across the globe.



Challenge

- The client recognized that diversity was the mainstay of its ability to succeed and adopted employee experience as one of its core philosophies. However, in the digital age, the company was unable to address the diversity, inclusion, and anti-discrimination requirements and the rigor they needed from a monitoring and reporting standpoint.
- With the emphasis on effective people management, our client promoted a culture of collaboration and cooperation, which needed the right technology tools to bear fruit.



LTIMindtree Solution

- The LTI solution was designed based on three core principles - collaboration, cooperation, and consolidation.
- The new design was based on an employee-as-a-customer approach, placing the employee experience at the core of the technology design and architecture.
- The solution was focused on implementing a standard set of practices and procedures across the client's operations worldwide, including programs on diversity and inclusion.
- The key focus areas were ease of management, simplicity in reporting, and effective collaboration between regions and business units.



Business Benefits

- Productivity was up, as was the user experience. The enabler was the unification of systems and processes in a manner that allowed different teams to use the same platform, and implement a standard set of processes that could be monitored and tracked for KPIs.
- The collaboration platform allowed sharing of ideas and common interests and served as a one-stop-shop for all employee initiatives across business units and geographies.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree—a Larsen & Toubro Group company—combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com>.