



# Getting Started with Building a Holistic Shared Services Model



# Introduction

Delivering a top-notch customer experience comes with a myriad of challenges organizations must address effectively. From managing diverse employee expectations, providing the right tools to solve business problems quickly and expertly, to providing a great workplace experience.

Organizations that streamline and manage customer experience effectively experience a **30% increase in employee engagement and a 15% increase in sales conversion**. Providing an exceptional employee experience yields significant benefits for the business, including improved service, lower costs; and higher employee retention.

With Shared Service Centers (SSCs), organizations have an effective solution enabling them to focus on core business competencies and free up resources. They can achieve improved efficiency and enjoy economies of scale by consolidating various functions into one business unit, then deliver exceptional service and greater strategic value to a disruptive, digitally-enabled organization

# Two Major Trends, Challenges, and Actions for Shared Services Leaders

## Trend #1

According to Gobeyond Partners, nearly 60 percent of Shared Services Leaders stated that the biggest barriers are fragmented IT landscapes with multiple platforms and vendors.

### Challenge

Managing legacy systems and scaling up the existing infrastructure with multiple single-point solutions in stack

### Action

Consolidating multiple apps into one powerful custom app built on a unified platform

## Trend #2

Changing business needs have created ambiguity in understanding how to cope with the digital transformation goals of businesses constantly.

### Challenge

Shared services leaders are striving to transition from a cost-focused model to value-focused model. The value lies in process efficiency and standardization, hence driving business value.

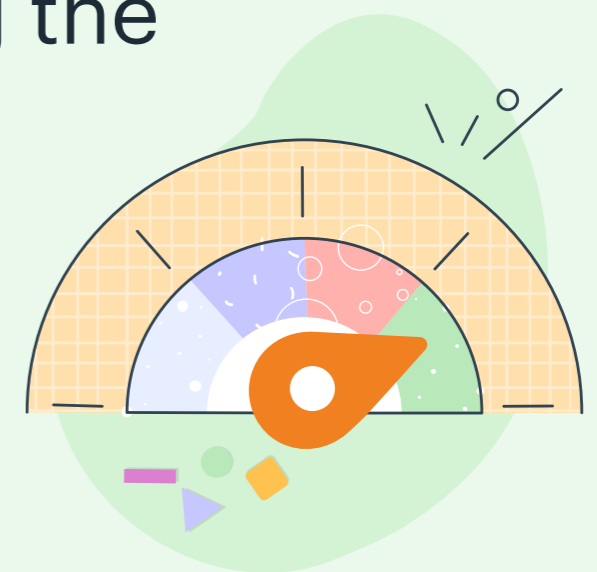
### Action

As a Shared Services Leader, your starting point is to identify common patterns in the common challenges prevailing in the system and eventually instill a culture of continuous improvement

# Delivering Value through Implementing Shared Services Center Model: Value Proposition

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By 2026, it's expected that the shared service market will grow by USD 123.64 billion, with the fastest market growth experienced in North America. Yet among the biggest roadblocks to greater internal customer experience impact is integrating it into the organization's operating model.



The Shared Services Center (SSC) model is a more efficient, transformative, and cost-effective approach for managing the business and delivering value. It helps companies merge processes and systems, establish clear principles for a customer-centric organization, and redefine their operating model to unlock full potential.

While the SSC Model delivers measurable value by increasing organizational flexibility and helping businesses capitalize on opportunities, here are other ways SSCs can benefit an organization and its employees:



## Manage processes end-to-end

SSCs eliminate process and information silos by standardizing processes and addressing issues that may arise from clashing processes. Process standardization streamlines management across departments and teams, creating greater control and reducing the organization's overall process complexity.



**SSCs also improve communication and partnership between stakeholders, which quickens issue resolution times and reduces downtime.**



## Centralize data management

SSCs simplify complex data management by merging an organization's data sources and resolving issues around confidentiality and data governance. Data centralization keeps data updated and streamlines access for teams and departments to share the workload, identify inefficiencies and redundancies. It enhances reporting and analytics, helps businesses identify and act on trends, and provides better insight to drive decision-making.



## Standardize technology and toolkits

SSCs streamline technology across the organization, maintain modern tech standards, and ensure employees have access to similar tools, increasing workplace efficiency. Consolidating technology and resources standardizes processes and reduces errors, which simplifies staff training and boosts the company's strategic impact.



**Standardized smart technology with self-service platforms enables employees to proactively reduce the time to solve problems or escalate them without waiting on IT.**





## Gain insights into process problems

A centralized and digitally-enabled SSC leverages data and analytics, encouraging organizations to share expertise for certain tasks, and rely on the knowledge of cross-functional team members to resolve issues. An accurate picture of process issues highlights which changes are needed, and where, enhancing performance.



## Avoid duplication of efforts across departments and teams

SSCs bring employees together for a common purpose, improving consistency across departments, and eliminating the need for multiple teams to duplicate tasks and activities. SSCs eliminate manual tasks, automate highly repetitive processes, and smoothen operations, increasing employee accountability, and reducing redundancy.



## Improve the quality of internal service between departments

Shared service centers use service level agreements (SLAs) to automatically route issues throughout the organization and guarantee internal customers high-quality service and strengthen compliance. More efficient processes, clearer communication, easier access to data, and service management tools enhance workplace efficiency and ensure organizations deliver services on time.



**Centralizing certain business functions makes it easier to track and manage organizational performance, which improves service delivery.**



# Designing internal customer journeys ft. Implementing a shared services center

Shared Services are evolving to focus less on cost reduction and more on becoming a strategic partner and adding greater business value. Their operations must support internal customers and consider their experiences and journeys to provide relevant services. But how do you design SSCs tailored to employee needs with access to essential resources?



## Start with your internal customers

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## Identify areas of improvement

Structure the SCC operating model to add value to employees, stakeholders, and the entire organization, continuously uncovering opportunities for additional business value. Invest in analytics and use the data to improve service quality and strategically support wider business decision-making. Clearly define the processes needing improvement such as human resources, and determine how all the business units function harmoniously with HR, then provide adequate training to realize the vision.



## Check for alignment with stakeholders and internal customers

Move away from the standardized shared service model and reduce the complexity of services for end users, enhancing alignment with needs and expectations. Clearly define your implementation plan, connect it to actionable targets, align all stakeholders, then determine its implications for the organization's operations. For an effective day-to-day shared services center operating model, use systematic change management to align objectives and inform all stakeholders of the SCC's purpose before onboarding them.



## Reflect on business strategy

Failure to implement shared service centers without clearly defined goals aligned with the organization's business strategy can make it difficult to tackle internal customer experience improvements seamlessly across business functions.

In a study by Deloitte, **58% of organizations with an SSC model improved their business strategy and plans.** When shared service centers are founded on the business strategy, there's increased business partnership and employees have more time for high-value, transformational tasks.

**Deloitte.**





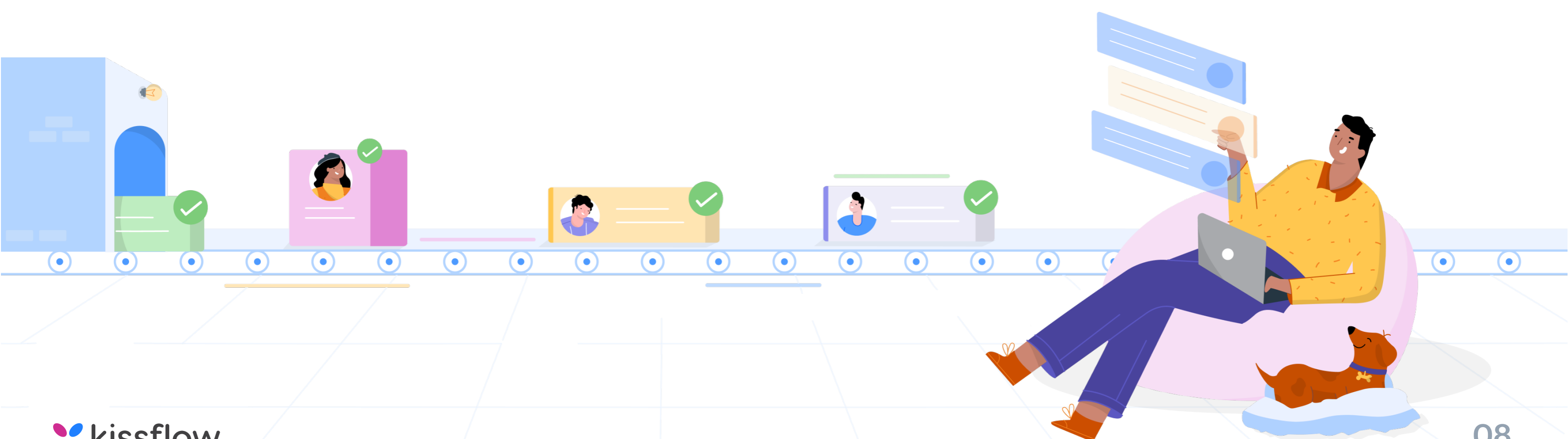
# Reduce human effort through automation: The first step to digitizing business

The rise of digital transformation means businesses must increasingly rely on automation to maximize operational efficiency. Automation is no longer an afterthought, but an integral part of running a successful business. So, how do you get started?



## Choose the right tech for automation

The organization's operating model informs how to best structure SSC operations, improve service delivery, and support more precise automation targeting. Embed automation alongside other processes, implement tools and platforms to empower workers and enable them to reduce human effort, operate smarter and improve performance accuracy and speed. Choose tech that integrates easily into existing systems and offers employees a more intuitive service experience.



## 🕒 Start with a proof of concept if working in partnership

A proof of concept (POC) is an early-stage validation to reduce the risk of failure; it shows what is valuable and if it will work as intended. It helps you test the viability of your digitization efforts and evaluate if the automation technology will achieve the desired outcome before widespread implementation. Starting with a POC allows you to get important user feedback, collect information about your users quickly, and test if the automation is solving critical pain points.

## 🚀 Get ready for the digital transformation onslaught

As the world continues to embrace technological advancements more, make sure your workforce is comfortable transitioning into digitized workflows powered by software and technology. To optimize, modernize and automate the organization, define what digital transformation means for you, clarify digitization objectives, pick the right technology, and empower your employees. An effective roadmap will help you align your digital strategy with company goals, determine your organization's pain points and how to overcome them.



# Deploy tech in appropriate settings

The modern workplace is constantly evolving, and technology is increasingly playing a major role in helping businesses keep up with market demands and outsmart the competition. Deploying tech in the right setting can reduce disruptions and project delays, lower overall costs, maximize efficiency and productivity, but only if with the right approach and resources.



## Implementing SSC for a single function to scaling up for a multifunction SSC

Way before SSC implementation, develop reliable custom systems you can easily scale up or down depending on organizational needs and requirements. Build robust, enterprise-grade apps on the Kissflow Work Platform to efficiently integrate with core business systems and yet be flexible enough to fit your growth. While an SSC approach can effectively streamline workflows and run them hassle-free, it should scale up your business operations, to improve services and make future implementations easier.





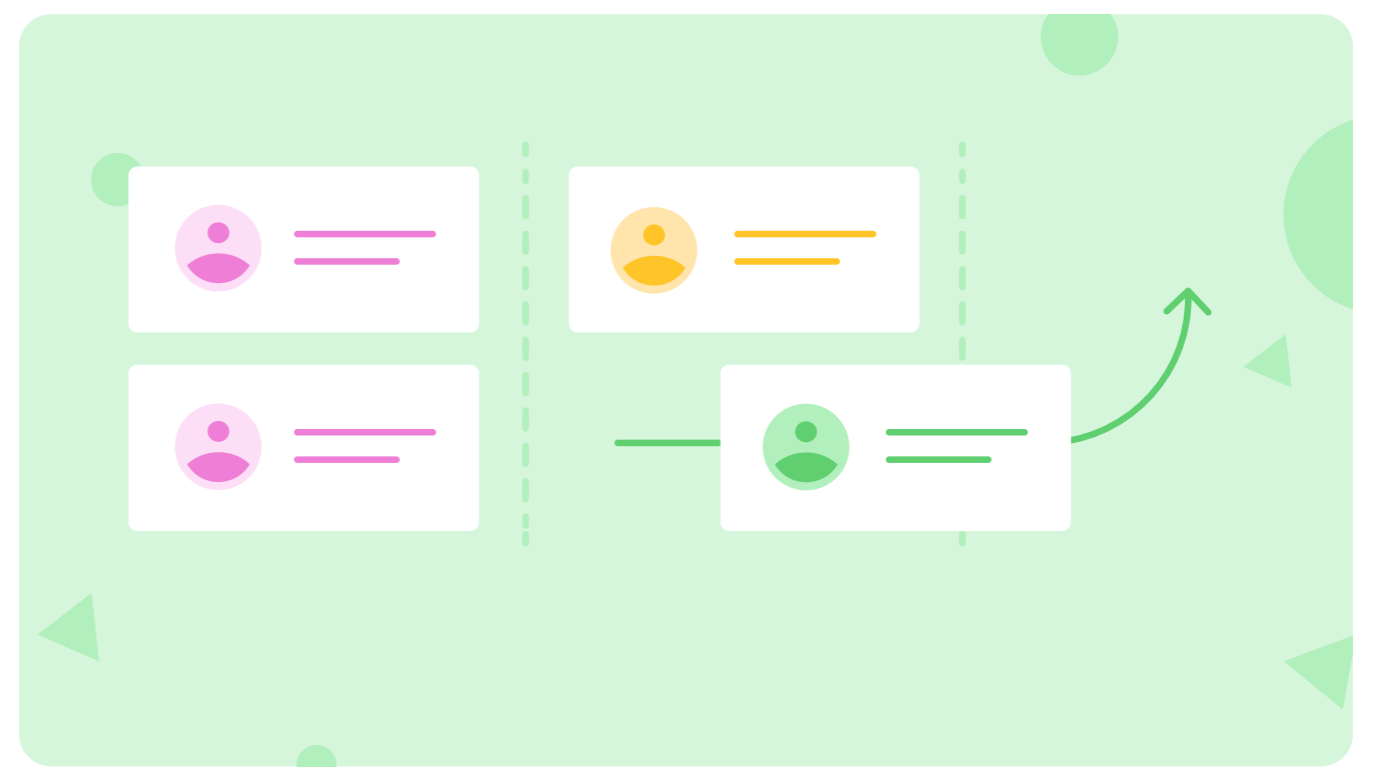
## Introducing Kissflow for faster time-to-value

Kissflow's no-code/low-code work platform features drag-and-drop elements, query builders, UI builders, controls, and drop-down menus for users to shorten the development lifecycle and update apps over five times faster. With one-click app deployment, you'll minimize the time spent writing lines of code, mastering coding languages, and seamlessly enable continuous improvements in the application development process.

Here's what Kissflow offers:



**Workflow and  
Process Automation**



**Boards to manage and do  
collaborative work**



**App builder + free templates  
to get started immediately**



**Actionable  
insights**

## Workflow for process automation

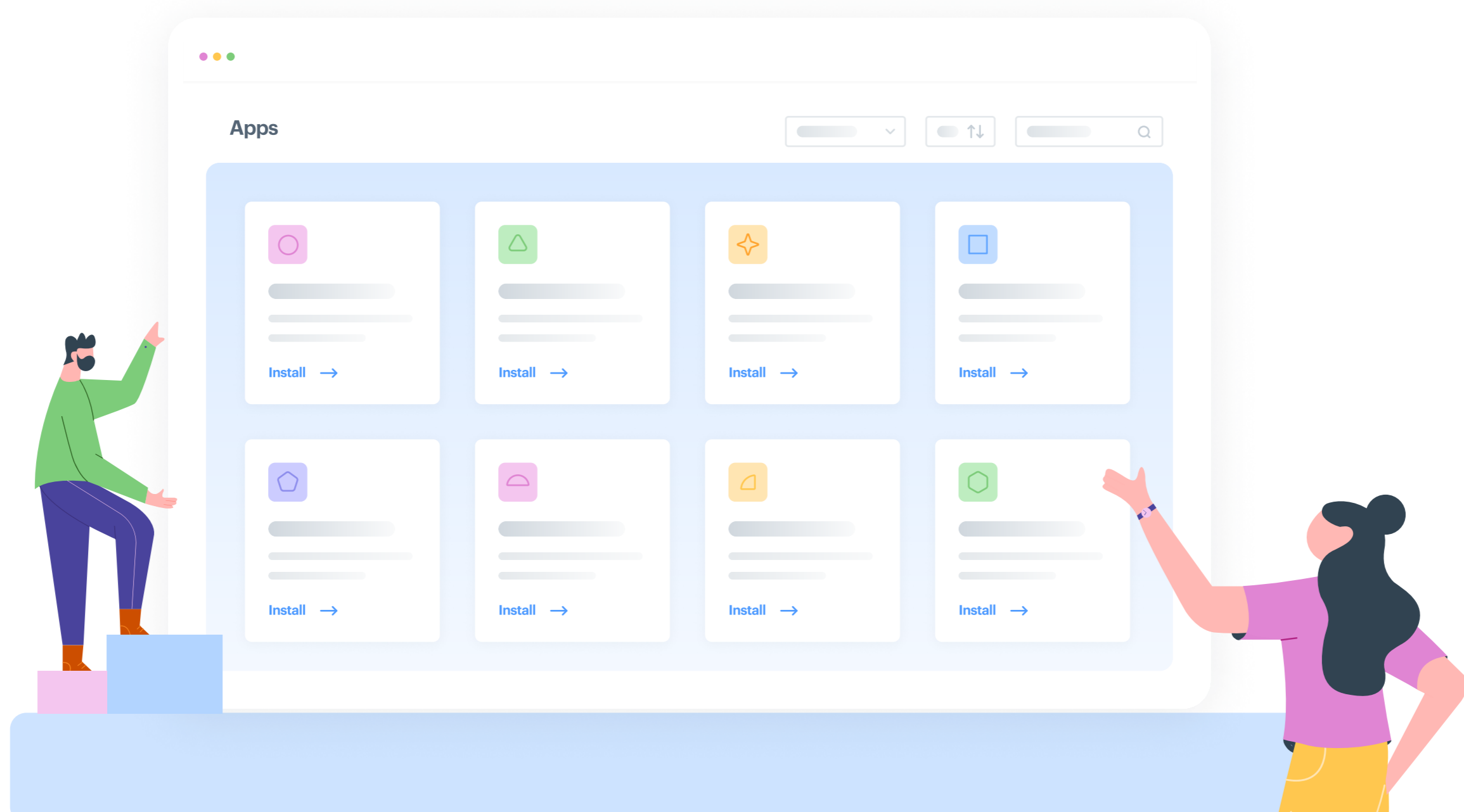
Create custom workflows and processes to match your exact needs, streamline data collection, and use metrics and comprehensive reports to make smarter decisions. Kissflow has a simple graphical user interface to optimize complex processes and build smarter processes.

## Boards to manage and do collaborative work

Any custom app you build using Kissflow will have one simple, unified console with superior task management tools to enhance communication, streamline projects, and increase collaboration. Kissflow boards help users easily create more efficient workflows, organize them, assign and track employee tasks.

## App builder to create custom apps in weeks (+free templates)

Kissflow's intuitive, and easy-to-use app builder has developer-friendly features that allow even non-IT professionals without programming knowledge to create custom apps quickly. It has a highly visual interface with 400+ pre-built and reusable templates with diverse use cases for multiple business needs; from health to human resources. Build powerful, innovative apps to enhance efficiency and productivity with a cloud-based, no-code/low-code platform.



## Example: Build your custom ERP

Building custom applications with Kissflow is a practical and cost-effective mechanism for extending core system functionalities. With these apps, you can automate customer experience processes, create self-service employee portals, eliminate manual and paper-based processes, and embrace new business models. Incrementally building custom apps can help you digitalize workflows, decentralize your core system or completely rebuild existing legacy systems.

## Actionable insights

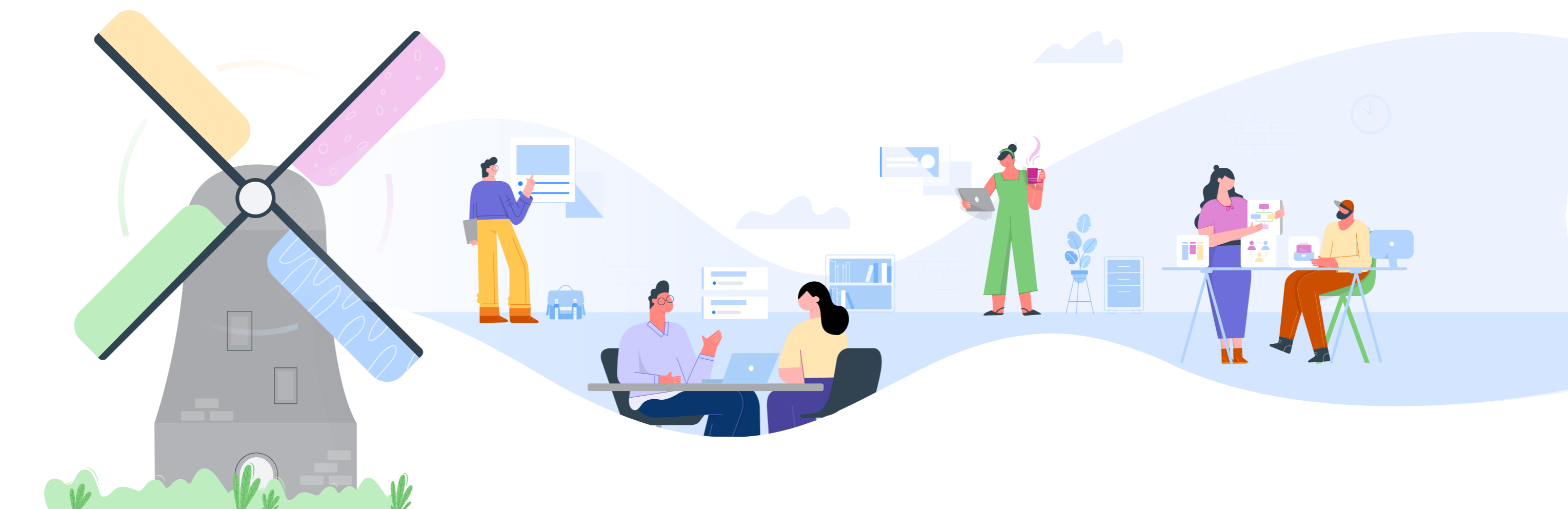
SSCs can leverage data and analytics to enhance an organization's ability to collect data, improve its accuracy and quality, identify and formulate strategies to address inefficiencies.. Analytics and automation merge multiple data sources to support decision-making and create a more profitable future. With Kissflow's advanced analytics, in-depth reporting features, you'll get clearer, purposeful data to make informed business decisions on processes.



# Becoming the Digital Transformation Agents

As digital transformation continues to take center stage, SSCs are becoming an invaluable asset to many organizations seeking to streamline operations, improve service delivery, efficiency, and save money.

SSCs maximize digital potential by exploiting technology to support the organization in achieving its goals and helping it navigate the complexities of digital transformation much easier. Delivering stellar internal customer experience begins with clearly defined value and determining what drives that value in the eyes of an internal customer.



While there is no one-size-fits-all approach to digital transformation, SSC leaders can act as digital transformation agents, helping companies achieve digital goals with accurate, data-backed insights, the soundest strategies, technologies, best practices, and expertise on digital trends.

## At a glance:



Understand your internal customers' current experience and needs by seeking, collecting, and analyzing their feedback.



To deliver a great experience, it's not enough to make employee interaction with the SSC seamless, effortless, and fitting to expectations.



Choose the right tech for your SCC initiative. Highlight areas of alignment and conflict with the current business strategy and operating model, then select tech to help you improve identified areas. With this, you'll progress toward a more strategic operating model that responds swiftly to internal customer feedback.



Low-Code No-Code 

# Work Platform

Schedule a Demo



[www.kissflow.com](http://www.kissflow.com)