

Why has the customer once again become the focus of attention?

Automation technology to achieve efficiency and standardisation has been at the forefront of shared services leaders' agendas since the inception of shared services 30 years ago and when the ERP was the new big thing. This focus on how to automate processes sprung out of improvements in technology which included the growth of robotic process automation, tools such as Blackline, AI, and Chatbots. Finally, the tech available in the workplace had started to catch up with the social media, mobility, analytics, and cloud technologies available in our homes. But what was initially missing was the focus on usability. The influence of 'disruptive' digital businesses and how we interact with these however, has started to challenge the way we are thinking about tech and the service we provide. Whilst shared services organisations still have a lot more to do to get close to the 'Amazon experience' there is a move to think more about service provision from the perspective of the end user. When SSCs used to look at processes, they thought primarily about efficiency. This is a different lens – from the eyes of the customer. To get started – put yourself in the shoes of your customer...no doubt you;

-  Want a **personalised** and **intuitive experience** when using technology or accessing services having been conditioned in our home lives to expect this from digital companies
-  Demand a more **user friendly experience**
-  Expect to be able to **access large amounts of data** at your leisure/when you are on the go/with tablets and iPhones
-  Expect access to **key insight** and **answers** through accessibility of data or our past behaviors as a consumer

“Technology in our workplaces has lagged behind but is now starting to catch up, and at the heart of this is an increased focus on leveraging technology in a way that makes our lives easy at work.”

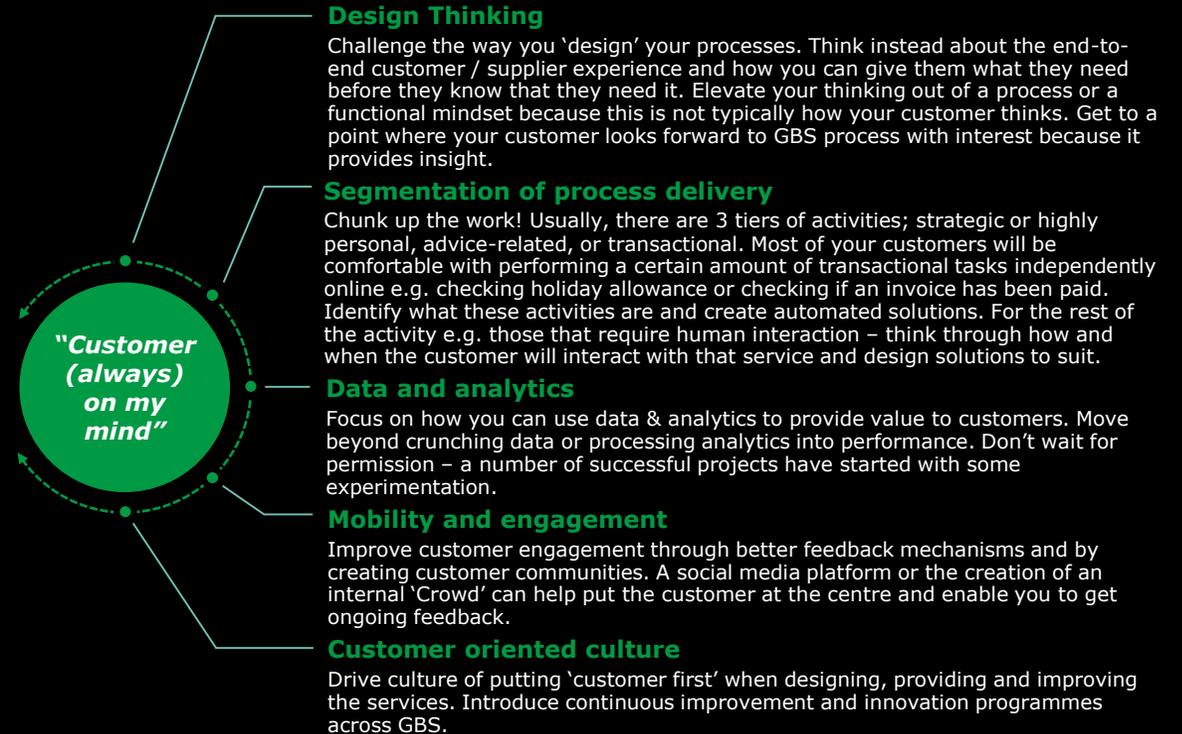


Take a quick 'Amazon Test' to evaluate how close your shared services is to becoming a Digital Business Services. Does your shared services/GBS have _____ ?

- Mobile-enabled access
- Intuitive customer interface
- Data to create a personalised experience and insight
- Instantly available info
- Zero paper processing
- Self-service

If you could fit all the above words in the blank, you are a DBS!

How do you put customer at the centre of GBS? Deloitte's perspective



“Use 'customer experience' as a lever to position and integrate the SSC within the business.”

“If the customers cannot clearly see how the [shared] services centre removes their obstacles or supports their growth, you are not seen as relevant, and you will lose in the end.”

“I cannot attract the best talent if they do not feel that they make a difference to their customers.”