2019 Global Shared Services Survey Report

Executive Summary

11\textsuperscript{th} biennial edition
Service delivery models are always evolving. For the world’s largest companies, there’s an increasing shift to more global, multifunctional models that are expected to provide higher value at lower cost. These shared and global business services constructs are creating an environment where digital capabilities can be rapidly adopted, positioning them as incubators for enterprise-wide digital and operating model transformation.

Results from the 11th biennial Global Shared Services Survey indicate that shared services centers (SSCs) are, in fact, shifting from being a “provider of what they ask for” to a generator of tangible business value—especially as SSCs are witnessing an increased penetration in strategic and interaction-heavy functions like customer, sales and marketing support, and procurement.

Companies indicate a new focus on countries like Costa Rica and Mexico—and implementation of on/near-shore models (closer proximity to HQ) are a notable part of companies’ location strategy. When evaluating location decisions, the 2019 survey indicates a fivefold increase in respondents considering “labour quality” as a key metric.

Overall, what’s clear is that SSC organisations are and will increasingly become more global, complex, and digital, as they seek to provide nimble and efficient services, stronger customer service, and high-impact business outcomes.
Deloitte’s 2019 Global Shared Services survey engaged 379 respondents across nine industries

**Respondent information**

- Approximately 54% of the respondents had at least $5B in revenue, an increase of 20% from 2017, while 24% of respondents had revenues of more than $25B, an increase in 8% points from 2017
- Close to 50% of the respondents are new to the survey this year
- 15% of organisations are Global Fortune 500 companies
- The top 3 representative sectors, Retail & Consumer Products, Healthcare & Life Sciences, and Automotive, Transportation, Hospitality & Services, accounted for over 47% of respondents

**What are the annual revenues of your organisation?**

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;$25B</td>
<td>24%</td>
</tr>
<tr>
<td>$15B-25B</td>
<td>9%</td>
</tr>
<tr>
<td>$5B-15B</td>
<td>21%</td>
</tr>
<tr>
<td>$1B-5B</td>
<td>26%</td>
</tr>
<tr>
<td>&lt;$1B</td>
<td>20%</td>
</tr>
</tbody>
</table>
Key findings from this year’s survey

**Digital Adoption**

GBS organisations are adopting digital rapidly, thereby positioning themselves as catalysts for enterprise-wide digital transformation.

Cloud, RPA, or Single-Instance ERP have been employed by more than 85% of respondents but far less so in concert.

**Cost Efficiency**

GBS organisations are increasingly expected to provide higher values at lower cost.

Being cost efficient and driving business value are top priorities for GBS strategy and investments.

Companies on average achieve 30% one-time and 10% run-rate benefits.

**GBS Organisation Structure**

As organisations scale up, GBS organisation structures and GPO implementations become more prevalent.

The largest organisations overwhelmingly leverage GBS operating models.

**Location Strategy**

The largest companies ($>25B) are seeking the greatest labour differential opportunities and scale as well as global delivery.

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Shared Services Scope
Which of the following functions are performed via shared services in your organisation—including both transactional and knowledge-based centers (COEs)?

<table>
<thead>
<tr>
<th>Function</th>
<th>2017 %</th>
<th>2015 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>89</td>
<td>91</td>
</tr>
<tr>
<td>Human Resources</td>
<td>63</td>
<td>66</td>
</tr>
<tr>
<td>Information Technology</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Procurement</td>
<td>42</td>
<td>39</td>
</tr>
<tr>
<td>Customer Service/Contact Center</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td>Tax</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>Supply Chain/Manufacturing Support</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Legal</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Real Estate &amp; Facilities Management</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Engineering Domain</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>

- Three GBS functions—Finance, HR, and IT—are the most predominantly deployed by survey participants, which is historically consistent with past results.
- Deployment of **strategic and interaction-heavy functions** (such as procurement and customer service) demonstrates “upstream” growth in scope.
- **Procurement** (14% increase over 2017), **Customer Service** (33% increase over 2017), **Sales & Marketing** (35% increase over 2017), and **Supply Chain/Manufacturing Support** (33% increase over 2017) have seen largest increases.
What percentage of the total FTEs (approximately) are located in the local business, at corporate, in low-cost SSCs, in high-cost SSCs, or outsourced?

- Maximum leverage of SSCs/Outsourcing is reported by respondents in the Customer Service/Contact Center function.
- R&D has the highest percentage of FTEs deployed from COEs, among other functions.
- As compared to 2015, the percentage of FTEs in Marketing Insights and Support located in CoEs has increased by 2.5 times.

![Diagram showing the distribution of FTEs across different functions and locations.](image)
Global Shared Services Governance
Do you plan to shift to a multifunctional model?

**Do you have plans to shift to a multifunctional model? If so, when?**

- **No Plans**: 51%
- **Yes, in next 1-2 years**: 13%
- **Yes, in next 3-5 years**: 18%
- **Yes, but no timeframe**: 7%
- **Tried, did not work**: 5%

*# of respondents are the ones who have not opted for multi-functional model (~30% of the total)*

**Why have you opted against using a multifunctional model?**

- **52%** said lack of leadership support was the major factor for opting against multi-functional model.
- **34%** of respondents indicated they were not ready for end-to-end process execution.
- **25%** said maintaining connections with functional priorities was the major challenge.
- **7%** said difficulty in sourcing functional talent impeded expansion of functional scope.

- Of the organisations that have not yet opted for a multifunctional model, **51%** of the organisations do not plan to shift to a multifunctional model whereas **42%** of the organisations, across revenue sizes, plan to shift to a multifunctional model with more than half of them planning to shift within next 5 years.
- **81%** of small/medium-size firms with revenue less than $15B have not deployed an end-to-end multifunctional model.
- Other challenges faced by respondents in shifting to a multifunctional model are absence of a scaled business offering and lack of resources.
Shared Services Journey and Value
What is the headcount reduction and payback period experienced as a result of shared services?

What was the average headcount reduction achieved by your last significant SSC implementation over the first 12 months after full operations began?

- More than 45% of respondents were able to achieve a **headcount reduction** of more than **10%** within 12 months of SSC implementation
- **Similar results** were observed over the past three iterations of the Global Shared Services Survey

What was the payback period for your last significant SSC implementation?

- **80%** of the respondents recovered their investment **within first 3 years** of their significant SSC implementation; **50%** were able to achieve break-even within first 2 years
What productivity improvements have you experienced from shared services and how have you invested these savings?

What has been the average annual productivity improvement achieved by your organisation’s SSCs?

- The **majority of companies achieve up to 15%** annual productivity savings from their SSCs

How do you use the savings generated by SSC productivity improvements?

- **Majority** of SSC leaders aim to pass the **savings** generated due to SSC on to the **business**
  - 48% of respondents reinvest the cost savings in the SSCs, with 20% reinvesting in **technology** and 14% in **process improvement**
Shared Services Operations
What matters most to internal business unit customers?

On a scale of 1 to 9, in ascending order, what is most important to your business unit customers?

- Cost of services
- Reacting to business unit requests
- Timeliness of response
- Providing routine services
- Staff knowledge of business unit objectives
- Anticipating unidentified business unit needs
- Providing non-routine services
- Enhancing digital experience
- Staff knowledge of multiple shared services processes

Rank in the order of highest to lowest priority, what is most important to your business unit customers?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2019 Ranking</th>
<th>2017 Ranking</th>
<th>2015 Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of services</td>
<td>#1 (=)</td>
<td>#1</td>
<td>#2</td>
</tr>
<tr>
<td>Reacting to business unit requests</td>
<td>#2 (↑)</td>
<td>#3</td>
<td>#3</td>
</tr>
<tr>
<td>Timeliness of response</td>
<td>#3 (↓)</td>
<td>#2</td>
<td>#1</td>
</tr>
<tr>
<td>Providing routine services</td>
<td>#4 (=)</td>
<td>#4</td>
<td>#4</td>
</tr>
<tr>
<td>Staff knowledge of business unit objectives</td>
<td>#5 (↑)</td>
<td>#6</td>
<td>#5</td>
</tr>
<tr>
<td>Anticipating unidentified business unit objectives</td>
<td>#6 (↑)</td>
<td>#8</td>
<td>#8</td>
</tr>
<tr>
<td>Providing non-routine services</td>
<td>#7 (=)</td>
<td>#7</td>
<td>#7</td>
</tr>
<tr>
<td>Enhancing digital experience</td>
<td>#8 (*)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Staff knowledge of multiple shared service processes</td>
<td>#9 (↓)</td>
<td>#5</td>
<td>#6</td>
</tr>
</tbody>
</table>

(↑) (↓) (*) (=) Movement from 2017 survey

- Although cost of services is of primary consideration (No. 1 ranking in 2017 as well), internal customers are placing increasing importance on SSCs’ ability to react to business unit requests and timeliness of response
- Anticipating unidentified BU objectives has moved up two places in the rankings from the previous editions of the survey
How do you attract and retain talent, and what non-traditional talent models have you considered?

What methods are adopted to attract and retain talent?

What are the nontraditional talent models within shared services?

- More than two out of three respondents over the last four years have consistently rated **development of strong culture** as the top method to attract and retain talent.

- ~50% respondents have adopted **job sharing/flexible work** practices such as working from home or other locations as a key strategy to retain talent.

- 75% of respondents (in line with 2017) have considered **alternative talent models** in an effort to leverage new technology, increase productivity, and reduce costs.

- **Contract/contingent workers** have become more preferred (increase of 5% points) to 42% as compared to 2017 survey.

- 7% of respondents considered **crowdsourcing** in 2019, a 100% increase from 2017 survey.
Future of Shared Services
How do you expect use of SSCs to change?

How do you expect your organisation to change its use of Shared Services in the next 3–5 years?

- More than 45% of respondents expect a **significant increase** in use of robotics, focus on digital experience, and focus on continuous improvement.

- 6 times the number of respondents in 2017 expect a **decrease in number of processes outsourced**.

- While a **decrease in processes outsourced** was the highest potential for reduction, respondents noted the **increased use of robotics** as the highest potential for expansion.

- The planned **reduction in processes outsourced** is markedly different from 2017—from 2% to 12%.

<table>
<thead>
<tr>
<th>Area</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td># of processes outsourced</td>
<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td># of processes delivered on a global basis</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td># of processes delivered on a regional basis</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td># of customer-facing processes in SSC</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td># of transactional processes in SSC</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td># of knowledge-based processes in SSC/COEs</td>
<td>4%</td>
<td>32%</td>
</tr>
<tr>
<td># of functions in shared services</td>
<td>4%</td>
<td>36%</td>
</tr>
<tr>
<td>% of internal business units served by SSCs</td>
<td>13%</td>
<td>48%</td>
</tr>
<tr>
<td># of geographies/regions being served by SSCs</td>
<td>13%</td>
<td>47%</td>
</tr>
<tr>
<td># of processes delivered on a regional basis</td>
<td>12%</td>
<td>49%</td>
</tr>
<tr>
<td># of processes outsourced</td>
<td>4%</td>
<td>32%</td>
</tr>
<tr>
<td># of processes delivered on a global basis</td>
<td>13%</td>
<td>50%</td>
</tr>
<tr>
<td># of processes delivered on a regional basis</td>
<td>13%</td>
<td>47%</td>
</tr>
<tr>
<td># of processes outsourced</td>
<td>13%</td>
<td>47%</td>
</tr>
</tbody>
</table>

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What is the level of automation employed by your SSCs, and what are the savings generated through RPA implementation?

How many end-to-end (process) automations does your GBS/SSC organisation employ?

- **An increase of 8X** – from 8% of firms in 2017 to 63% in 2019 have implemented at least one end-to-end process automation
- **75%** of the large-size firms (revenue>$15B) have automated one or more end-to-end processes

![Bar chart showing end-to-end process automation levels](image)

Based on your Robotics Process Automation (RPA) experience thus far, what level (%) of savings have been achieved?

- **80%** have achieved up to 20% savings through their automation programmes
- **62%** of respondents who have achieved >20% savings through RPA have also employed **single-instance ERP**
- **58%** of respondents who have achieved >40% savings through RPA have also employed **single-instance ERP**

![Pie chart showing RPA savings](image)
Geography and Organisation
What are the metrics used to evaluate locations for new or relocated SCCs?

What are the critical metrics to evaluate Service Delivery deployment strategy?

**Labour arbitrage**
- Labour arbitrage still remains the top parameter to consider while deciding on an SSC location strategy.

**Expertise/labour quality**
- A fivelfold increase in respondents measuring labour quality as a metric in considering a location for setting up a new SSC (34 percent in 2019; 7 percent in 2015)

**Regulatory/legal understanding**
- Familiarity with regulations & legal norms plays a vital role in an organisation’s preferred location strategy for setting up SSCs

**Proximity to headquarters**
- Firms also consider proximity to headquarters while setting up new SSCs, to leverage similar time zones and ease of travel
What are the preferred locations for new or relocated SSCs?

What are the top locations you are considering or would consider for a new SSC location or SSC relocation?

- **India** and **USA** are the preferred destinations for setting up new SSCs, which is consistent with prior surveys.
- **Costa Rica** and **Mexico** are new to the top 5 SSC location preferences in 2019; **Colombia** (LATAM) is another new entrant in the top 10.
- Apart from labour cost, expertise is a critical metric to evaluate **Service Delivery deployment strategy**.
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