servicenow | people matters

SERVICENOW CAMPAIGN REPORT

INDIA, SEA, ANZ

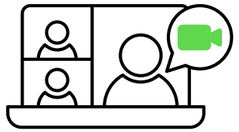
Campaign Overview

The New HR Frontier by People Matters and ServiceNow was an APAC-wide virtual campaign, engaging HR leaders through various content assets, podcasts, and exclusive leader discussions. The objective was to engage top talent leaders across major geographies in APAC, position ServiceNow as a key partner in future-proofing HR, generate sales leads, and deliver actionable insights and solutions to critical challenges.

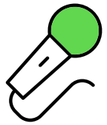
Regions Covered

Activities

Dedicated Micropage



Video Chat with brand leaders



3 interview per quarter for SN leadership

2 LinkedIn Live

2 Podcast

2 Live Interaction session

8 months of lead gen campaign

Campaign overall result

30+
articles/resources
on Micropage

3K
average readership

510
Subscribers

690
Overall downloads

391
Unique Downloads

756
Leaders registered
for live session

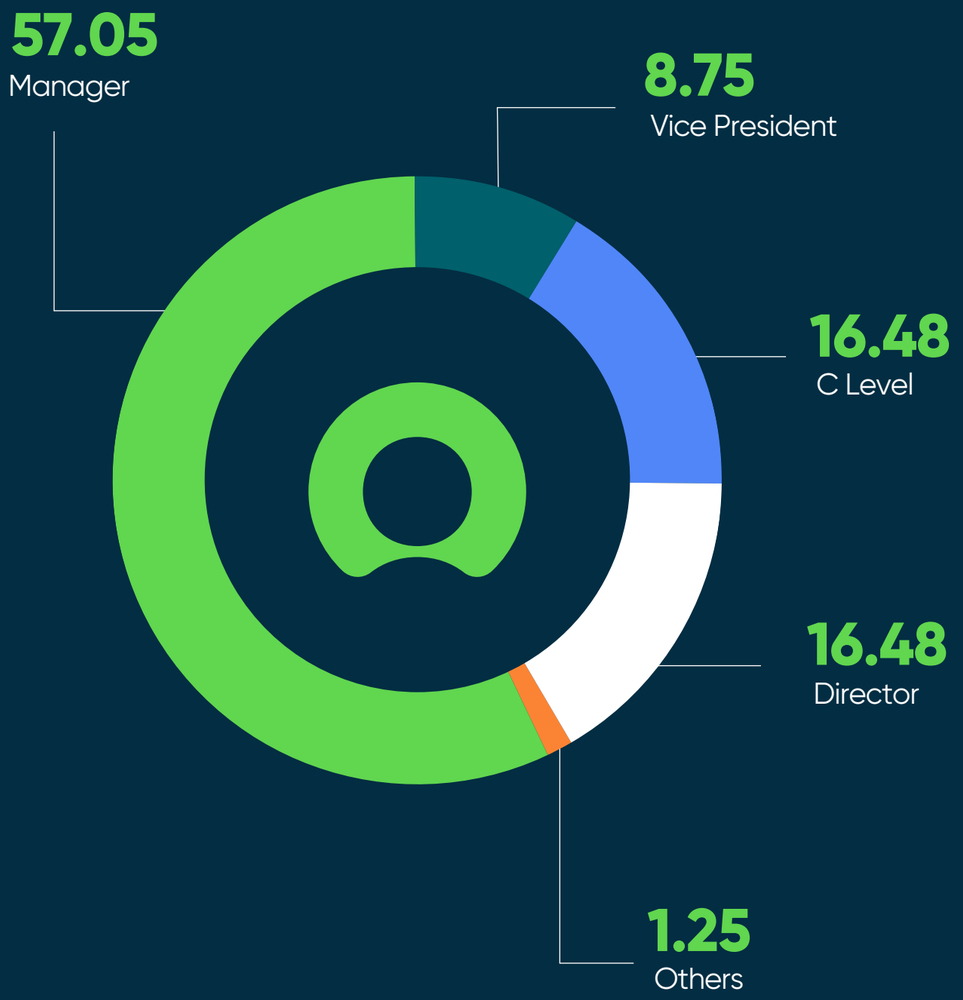
340
Live attendee
in live session

3K+
video view on
Linkedin Live Sessions

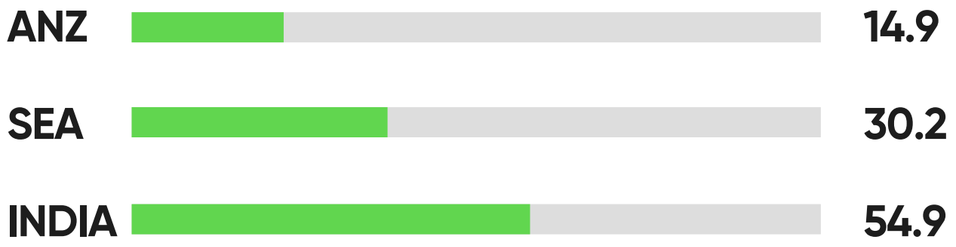
180
Social posts

25K
impressions

Designation Split



Region Wise Split



Talent Leaders and Experts Featured

Isaiah Das
Head, myHR & Digital Service
Standard Chartered Bank

Shveta Srivastava
General Manager & Head - Employee Experience (EX) Transformation
Wipro

Jayanti Shekar
Principal Director - HR Digitization
LTIMindtree

Vaibhav Goel
SVP, Head of HR
Reliance Industries Limited

Manoj Kumar Sharma
Head HR
Adani Cement

Eugene Lam
SVP HR,
ST Engineering

Atul Mathur
Executive Vice President HR,
Aditya Birla Capital India

Samantha Liston
CHRO,
University of Sydney

Manavi Pathak
Head of L&D,
Samsung R&D India

Paul Jacob
Director - Talent/ HR Analytics,
Happiest Minds Technologies

Talent Leaders and Experts Featured

Sumeet Mathur
SVP & Managing Director,
ServiceNow India Technology
& Business Centre,
ServiceNow

Danielle Magnusson
Director of Solutions Consulting,
Employee Workflows,
ServiceNow

Heather Jerrehian
VP, Product Management —
Employee Workflows,
ServiceNow.

James Della-Porta
Director, Solution Sales -
Employee Experience,
ServiceNow

Leena Wakankar
Head HR,
ASK Group

Diana Spalding
Sr Director Solution Sales,
Employee Workflows,
ServiceNow

Cian Zoller
Senior Director
HR Business Partner,
ServiceNow

Sri Lakshmi Kodali
Senior Director,
People Enablement Center,
ServiceNow

DEDICATED MICROPAGE

A customised page that highlighted the ServiceNow brand and hosted latest, region-relevant content assets created under the ‘New HR Frontier’ campaign.

Theme

The New HR Frontier

Charting the Future of Work, Productivity, and Experience

30
Total articles/Interviews live on Micropage

3k+
Avg article read

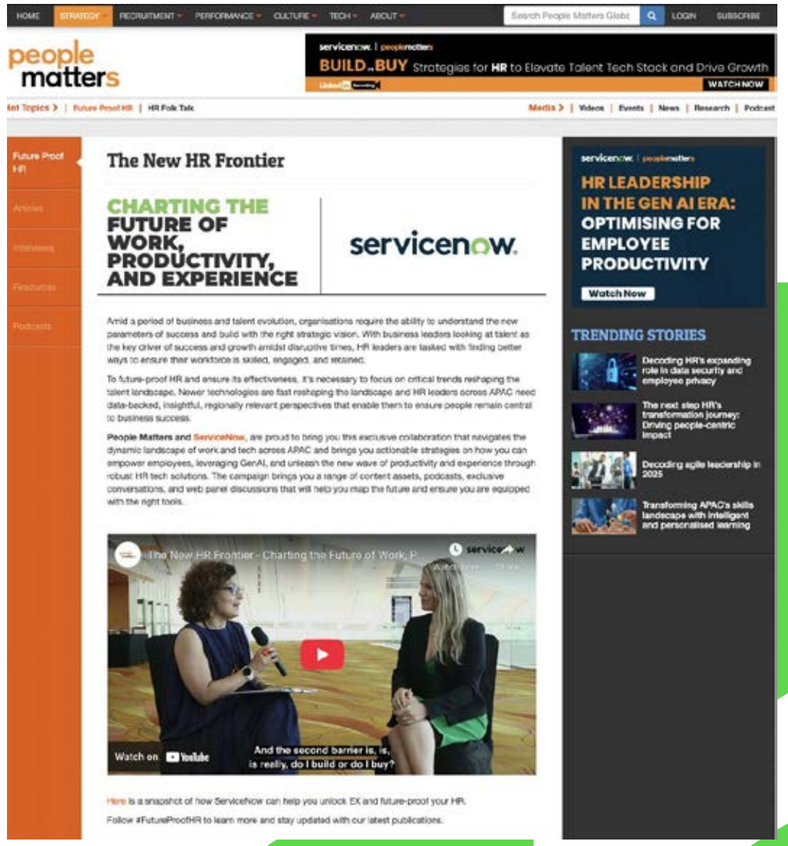
510
Micropage Subscribers

30%
Mid - senior management engagement

40533
Page views

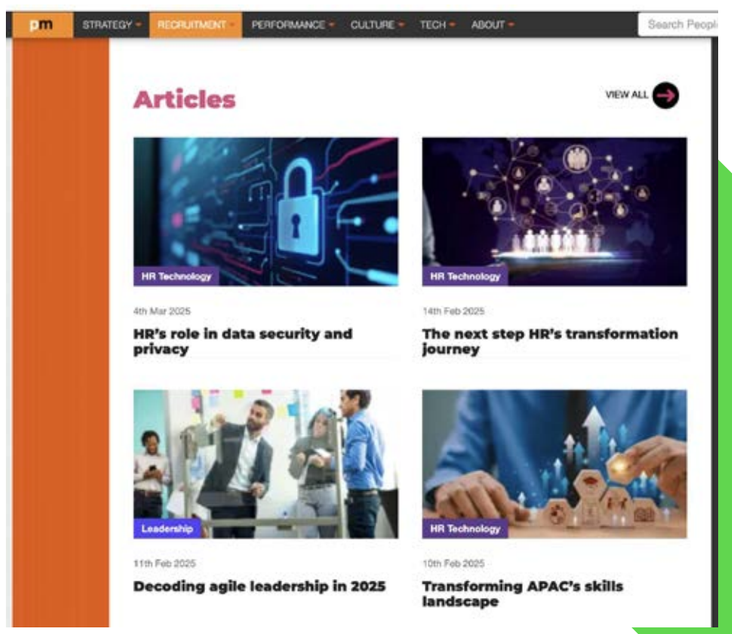
36625
Unique Page Views

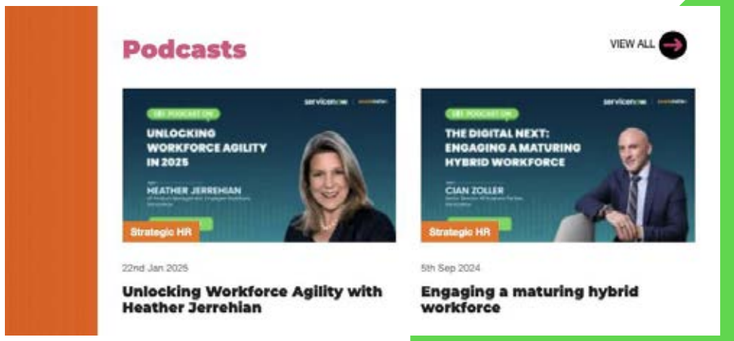
1min 18sec
Average Time Spent

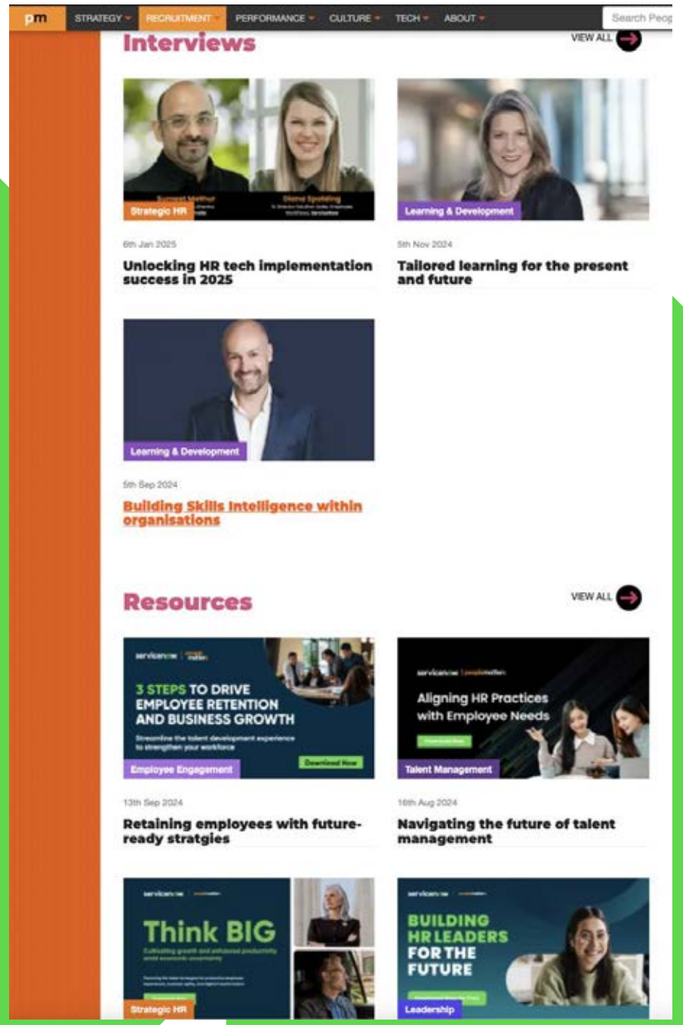


MICROPAGE'S CONTENT REPOSITORY:

- Virtual live discussions
- Trends-based articles
- Insights-driven features
- Podcasts
- Interviews
- Downloadable resources







VIRTUAL LIVE DISCUSSIONS

WEBINAR 1

Topic

AI for Productivity: How AI-driven, Self-Service Platforms Help You Unlock Success

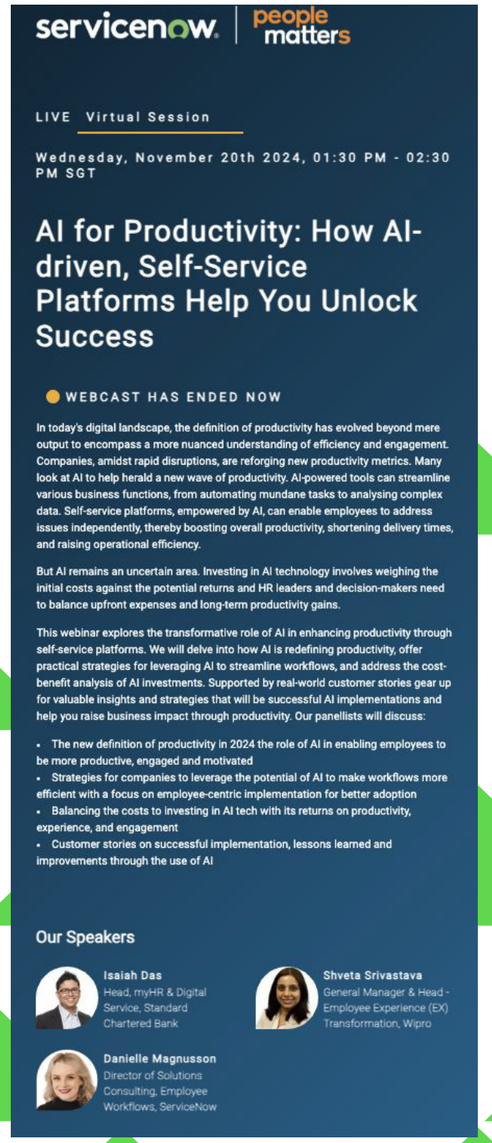
20th November 2024

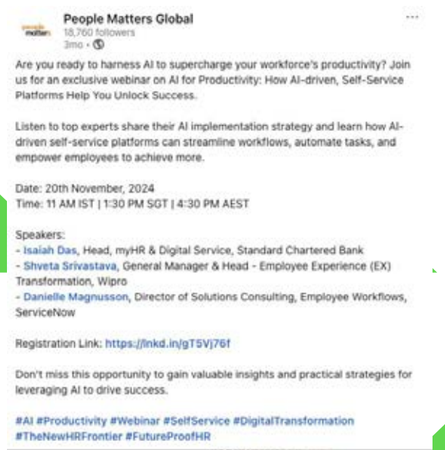
376
Registrations

176
Attedness

72
NPS

40%
Senior Management Attendance





WEBINAR 2

Topic

Rewiring the Workplace: Enhancing Experience and Engagement in our Digital Organisations

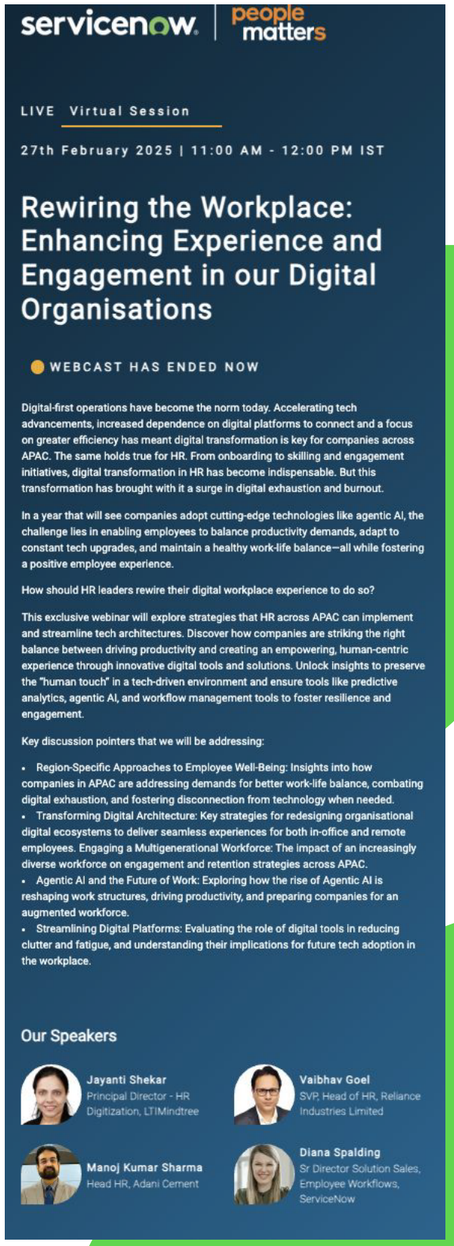
27th Feb 2025

387
Registrations

164
Attendees

62
NPS

43%
Senior Management Attendance



LINKEDIN LIVE 1

Topic

Solving the Tech-for-HR Equation in 2024: Strategies from ServiceNow's Implementation Journey

25th Sep 2024

215
Attendees

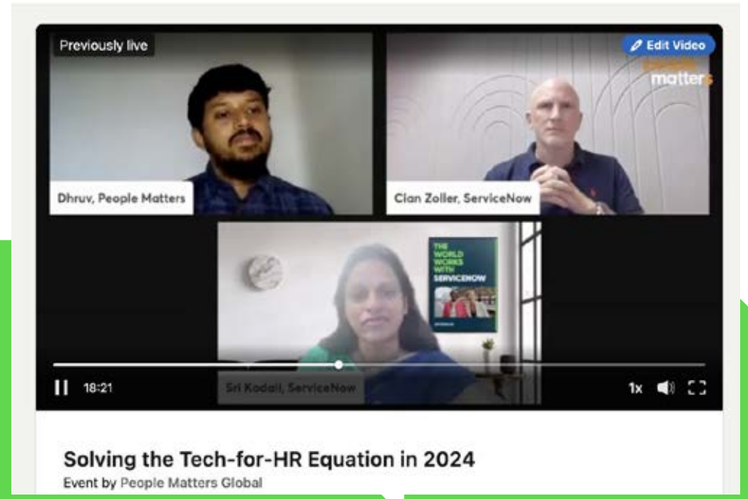
238
Event page visitors

368
Impressions

1,511
Video Views

1,144
Lifetime unique viewers

53h 15m 52s
Watch time

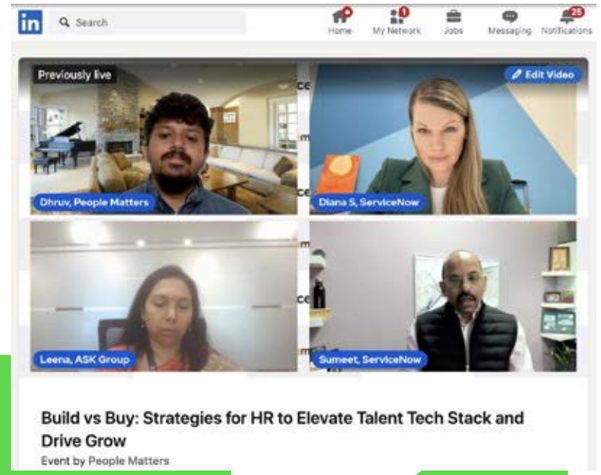


LINKEDIN LIVE 2

Topic

Build vs Buy:
Strategies for HR to Elevate Talent Tech Stack and Drive Growth

3rd Dec 2024



257
Attendees

320
Event page visitors

1,213
Impressions

2,142
Video Views

1,853
Lifetime unique viewers

52h 14m 4s
Watch time

PODCASTS

PODCAST 1

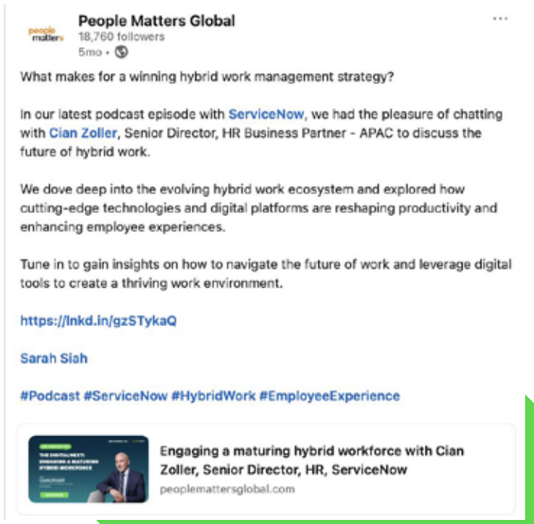
Theme

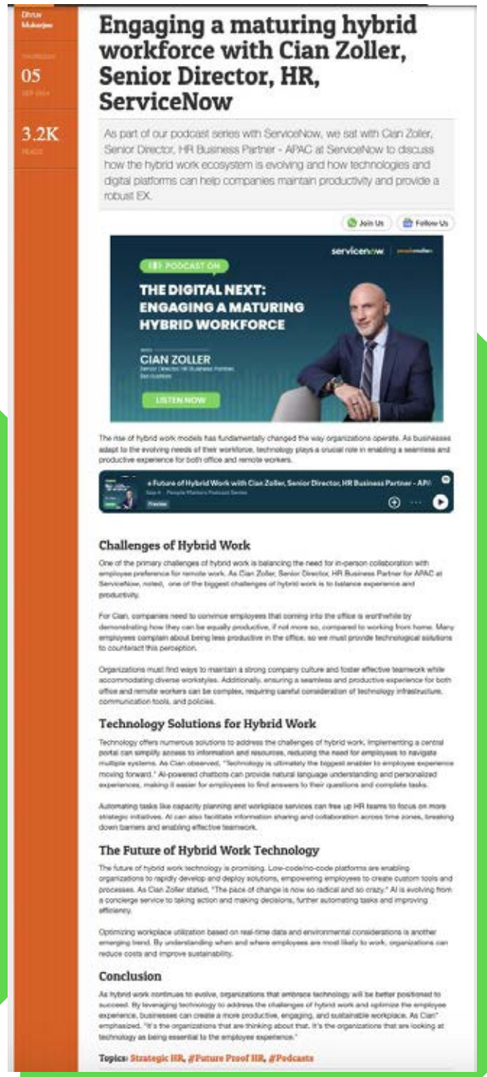
The Digital Next:
Engaging a Maturing Hybrid Workforce

With Cian Zoller

3200+
Plays

1 min 15 sec
Article time spent





PODCAST 2

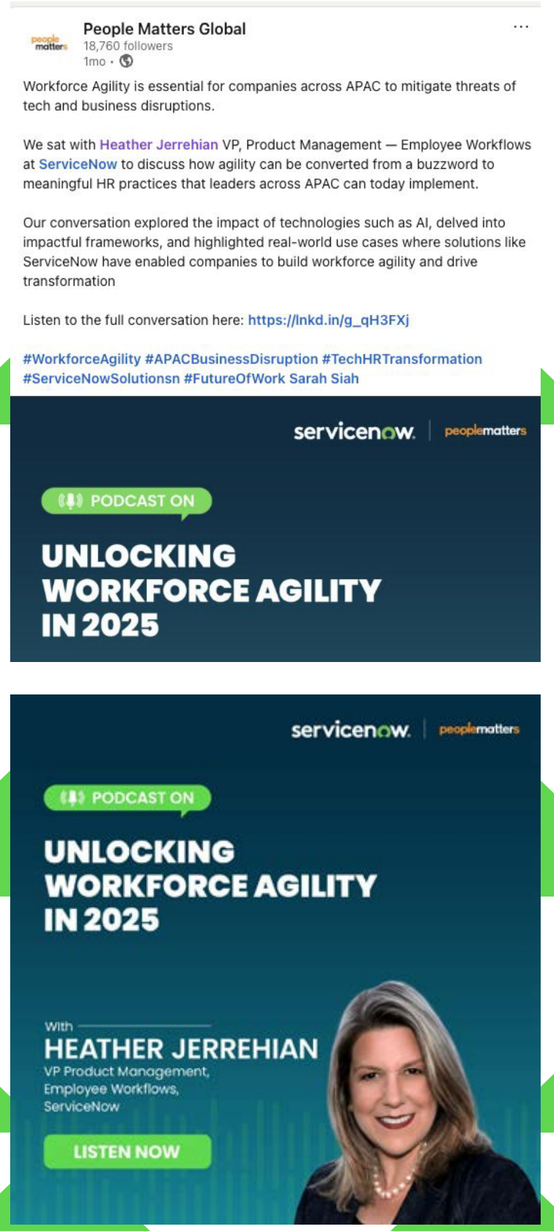
Theme

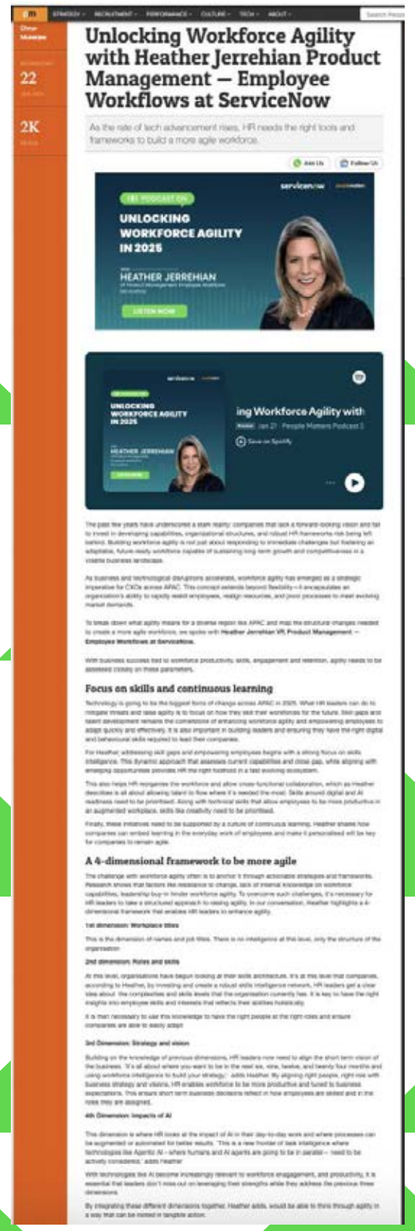
Unlocking Workforce Agility in 2025

With Heather Jerrahian

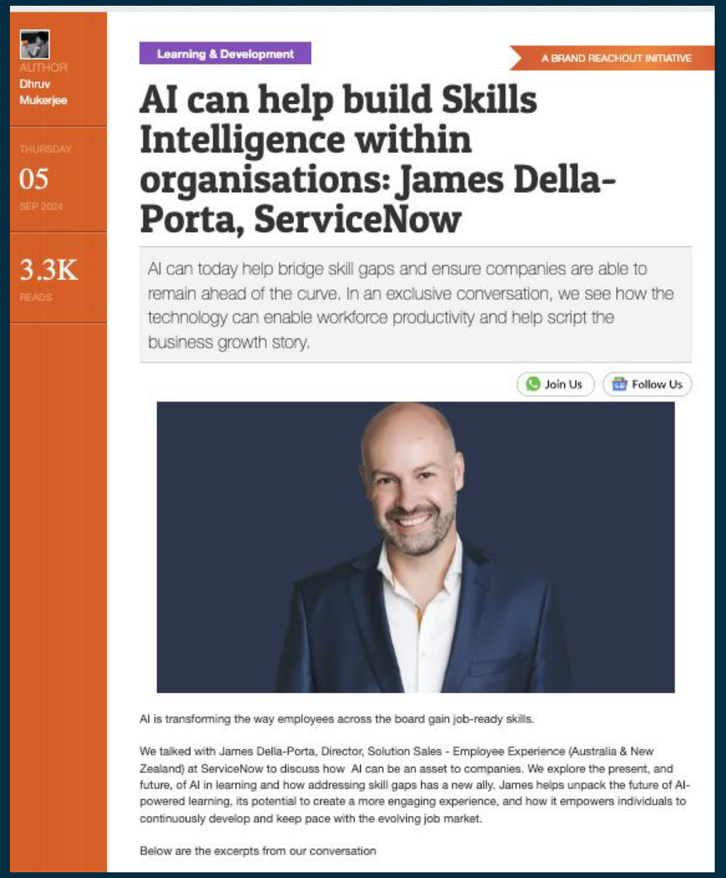
2000+
Plays

1 min 3 sec
Article time spent





EXCLUSIVE INTERVIEW



Learning & Development

A BRAND REACHOUT INITIATIVE

AUTHOR
Dhruv Mukerjee

THURSDAY
05
SEP 2024

3.3K
READS

AI can help build Skills Intelligence within organisations: James Della-Porta, ServiceNow

AI can today help bridge skill gaps and ensure companies are able to remain ahead of the curve. In an exclusive conversation, we see how the technology can enable workforce productivity and help script the business growth story.

Join Us Follow Us

AI is transforming the way employees across the board gain job-ready skills.

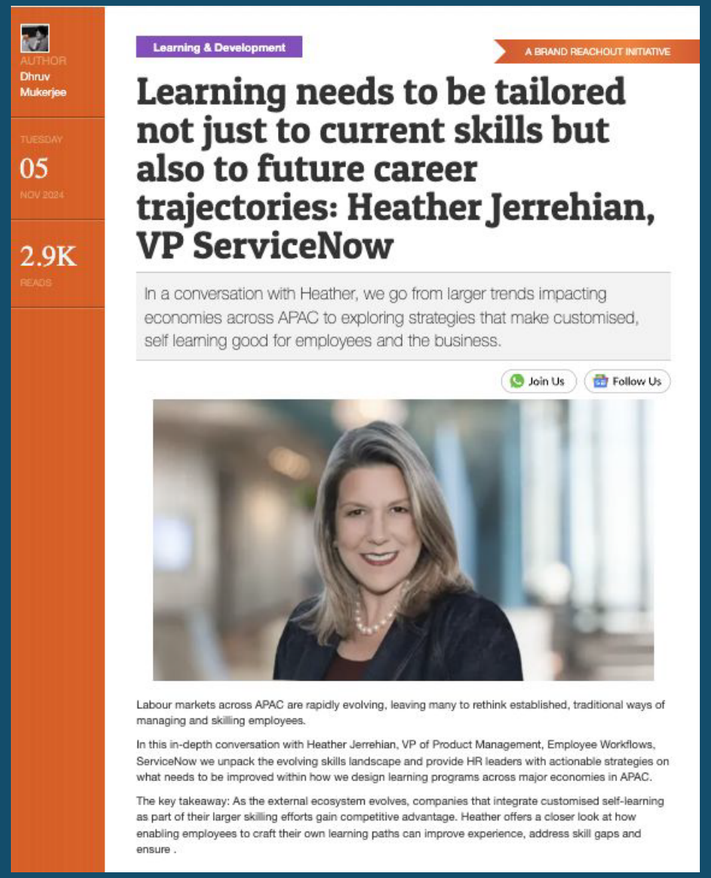
We talked with James Della-Porta, Director, Solution Sales - Employee Experience (Australia & New Zealand) at ServiceNow to discuss how AI can be an asset to companies. We explore the present, and future, of AI in learning and how addressing skill gaps has a new ally. James helps unpack the future of AI-powered learning, its potential to create a more engaging experience, and how it empowers individuals to continuously develop and keep pace with the evolving job market.

Below are the excerpts from our conversation

With
James Della Porta

3.3K reads

1 Min 23 Sec Time Spent



Learning & Development

A BRAND REACHOUT INITIATIVE

AUTHOR
Dhruv Mukerjee

TUESDAY
05
NOV 2024

2.9K
READS

Learning needs to be tailored not just to current skills but also to future career trajectories: Heather Jerrehian, VP ServiceNow

In a conversation with Heather, we go from larger trends impacting economies across APAC to exploring strategies that make customised, self learning good for employees and the business.

Join Us Follow Us

Labour markets across APAC are rapidly evolving, leaving many to rethink established, traditional ways of managing and skilling employees.

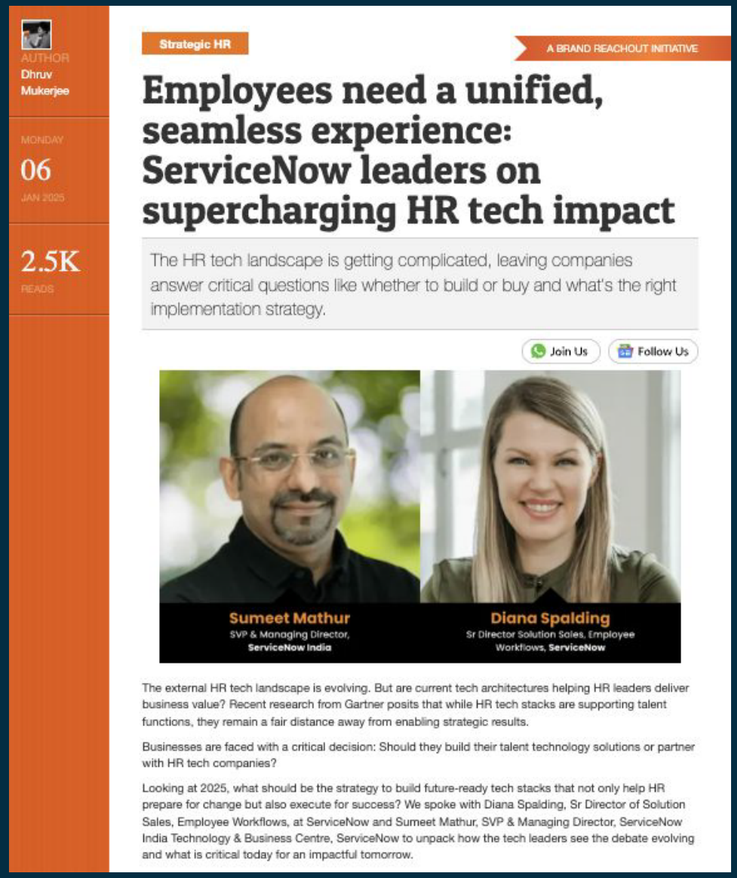
In this in-depth conversation with Heather Jerrehian, VP of Product Management, Employee Workflows, ServiceNow we unpack the evolving skills landscape and provide HR leaders with actionable strategies on what needs to be improved within how we design learning programs across major economies in APAC.

The key takeaway: As the external ecosystem evolves, companies that integrate customised self-learning as part of their larger skilling efforts gain competitive advantage. Heather offers a closer look at how enabling employees to craft their own learning paths can improve experience, address skill gaps and ensure .

With
Heather Jerrehian

2.9K reads

1 min 2 sec Time Spent



Strategic HR

A BRAND REACHOUT INITIATIVE

AUTHOR
Dhruv Mukerjee

MONDAY
06
JAN 2025

2.5K
READS

Employees need a unified, seamless experience: ServiceNow leaders on supercharging HR tech impact

The HR tech landscape is getting complicated, leaving companies answer critical questions like whether to build or buy and what's the right implementation strategy.

Join Us Follow Us

The external HR tech landscape is evolving. But are current tech architectures helping HR leaders deliver business value? Recent research from Gartner posits that while HR tech stacks are supporting talent functions, they remain a fair distance away from enabling strategic results.

Businesses are faced with a critical decision: Should they build their talent technology solutions or partner with HR tech companies?

Looking at 2025, what should be the strategy to build future-ready tech stacks that not only help HR prepare for change but also execute for success? We spoke with Diana Spalding, Sr Director of Solution Sales, Employee Workflows, at ServiceNow and Sumeet Mathur, SVP & Managing Director, ServiceNow India Technology & Business Centre, ServiceNow to unpack how the tech leaders see the debate evolving and what is critical today for an impactful tomorrow.

With
Sumeet Mathur & Diana S

2.5K reads

1 min 18 sec Time Spent

DOWNLOADABLE RESOURCES

Lead Gen Campaign

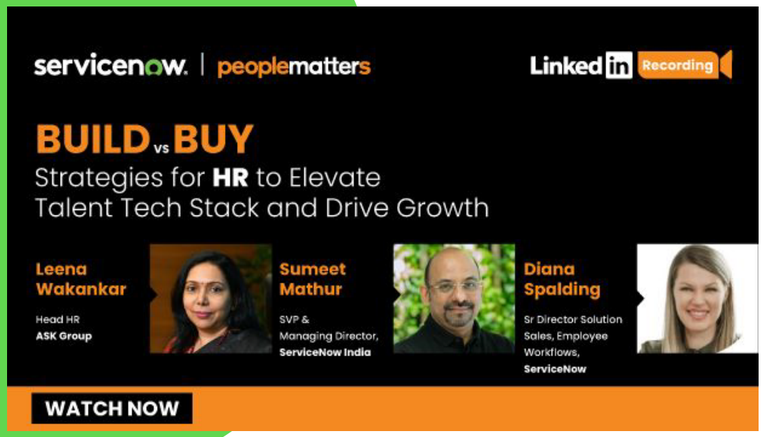
7
Resources promoted

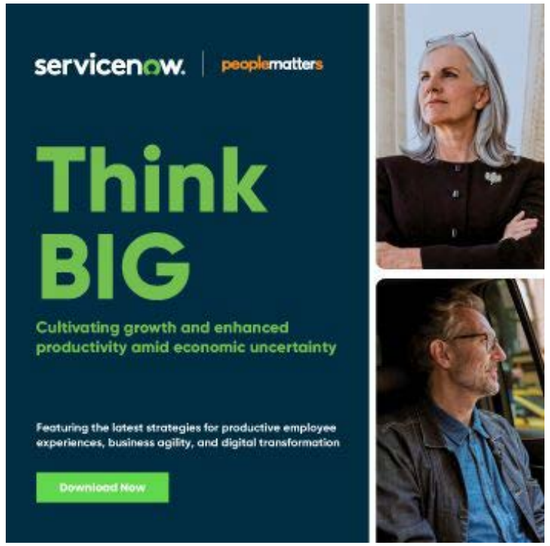
30+
Emailers to overall database

620
Overall Downloads

391
Unique Downloads

23%
Overall Clicks





TRENDS-BASED ARTICLES AND INSIGHTS-DRIVEN FEATURES

6 Trends based articles

3rd Jul
Published on

8.6k
Reads

3rd Jul
Published on

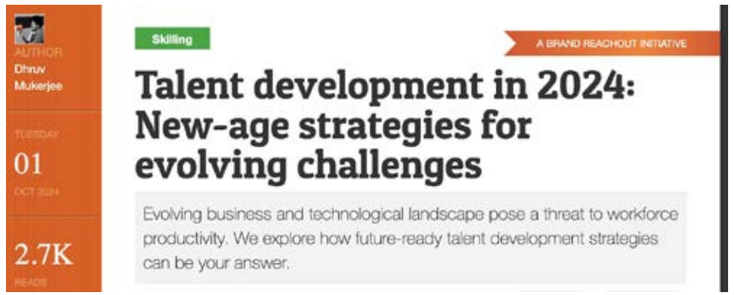
2.3k
Reads

23rd Jul
Published on

3.4k
Reads

30th Aug
Published on

5.7k
Reads



1st Oct
Published on

2.7k
Reads

14th Nov
Published on

1.5k
Reads

Customer Insight Articles

3rd Dec
Published on

2.1k
Reads

11th Feb
Published on

937
Reads

14th Feb
Published on

495
Reads

10th Feb
Published on

1.4k
Reads

4th Mar
Published on

345
Reads

PROMOTIONAL ACTIVITIES

Promotional Newsletters

25%
Open Rate

18%
Click Rate

People Matters and ServiceNow are proud to bring you an exciting and futuristic initiative to help you look ahead with clarity and take impactful talent decisions. Navigating the new frontier of work with our range of articles, interviews, podcasts and discussions as they unpack vital HR trends for APAC and help you build for the future.

Here's a collection to begin your journey.

#FutureProofHR Today!

Know More

TECH-DRIVEN EX FOR PRODUCTIVITY: A MULTIGENERATIONAL APAC WORKFORCE PERSPECTIVE

EX today is critical to how companies address talent challenges. Take a look at how a multigenerational workforce of a region as diverse as APAC can scale EX for better productivity.

Read More

NAVIGATING THE NEW FRONTIER OF WORK, PRODUCTIVITY, AND EXPERIENCE

An exclusive collection of expert-conversations for you to map the new frontier of productivity, growth, and experience. Sign up and begin your journey today!

Read More

GEN AI AND SUPERCHARGING PRODUCTIVITY IN APAC'S DYNAMIC WORK ECOSYSTEMS

Productivity dominates business conversations. In a fast evolving market in APAC, how should companies leverage the potential of Gen AI? Read on to know more!

Read More

SIX STRATEGIC TRENDS FOR HR LEADERS IN 2024

Demystify the future and strengthen your ability to lead by downloading a unique and in-depth perspective on HR in 2024.

Read More

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People Matters and ServiceNow are proud to bring you an exciting and futuristic initiative to help you look ahead with clarity and take impactful talent decisions. Navigate the new frontier of work with our range of articles, interviews, podcasts and discussions as they unpack vital HR trends for APAC and help you build for the future.

Here's a collection to begin your journey.

#FutureProofHR Today!

Download Now

LinkedIn Live

Solving the Tech-for-HR Equation in 2024

Across APAC, tech remains a cornerstone of modern-HRs ability to deliver talent results. Wit the cost of having the right talent skyrocketing, companies are actively looking for newer, more impactful ways to hire, train, and retain top talent. Join us as a panel of experts tackle the pressing issues with HR tech usage, provide strategies for successful change management and help you solve your Tech-for-HR equation

Resources

Retaining employees with future-ready talent strategies

In the fast-paced and ever-evolving business world, talent leaders are grappling with the dua challenge of enhancing employee retention while driving organisational growth. We bring you an exclusive resource to boost employee retention efforts.

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#941, Block C, Sushant Lok 1, Gurgaon, Haryana - 122001

Into the New HR Frontier is a content campaign that brings you unique insights, relevant conversations, and highlights key trends that today are indispensable. From navigating the impact of AI across HR systems to managing a rapidly evolving business and talent ecosystem, this newsletter brings you a curated snapshot into what's necessary read (or listen) for 2024.

PODCAST

ENGAGING A MATURING HYBRID WORKFORCE WITH CIAN ZOLLER, SENIOR DIRECTOR, HR, SERVICENOW

As part of our podcast series with ServiceNow, we sat with Cian Zoller, Senior Director, HR Business Partner - APAC at ServiceNow to discuss how the hybrid work ecosystem is evolving and the role technologies and digital platforms play in empowering employees, raising productivity and providing a robust EX.

ARTICLE

PREPARING WORKFORCES FOR THE COMPLEXITIES OF 2025

If 2024 was a year of tumultuous changes and resilience, 2025 will be one of navigating and simplifying complexities. Read on as we decode the impact of AI on skills, innovation, and productivity and find how you can prepare for the next 12 months.

TALENT DEVELOPMENT IN 2024: NEW-AGE STRATEGIES FOR EVOLVING CHALLENGES

Talent development is the cornerstone of an agile, future ready organisation. We explore the role of talent development in new era of hybrid work and provide you actionable insights on overcoming challenges.

SESSION RECORDING

MAPPING THE AI-FOR-PRODUCTIVITY JOURNEY IN 2025

This expert-led conversation breaks down the evolving nature of employee productivity and presents you APAC wide strategies on how to leverage AI to raise productivity.

DOWNLOADABLE ARTICLE

STRENGTHENING HR: BALANCING PRODUCTIVITY, RETENTION, AND PERFORMANCE IN A COMPLEX WORK ENVIRONMENT

As HR leaders it's critical to balance different pull and push forces. Talent management is that subtle art that breaks down complexities and ensures business results. Find a handy guide on balancing talent impact, brought to you by our partners ServiceNow

Into the New HR Frontier is your gateway to cutting-edge insights and critical trends transforming the HR landscape. This content campaign explores the profound influence of AI on HR practices and the challenges of an ever-evolving business and talent environment. Stay ahead with a carefully curated selection of essential reads and events that will shape the HR agenda in 2025.

Live Panel Discussion

Rewiring the Workplace: Enhancing Experience and Engagement in our Digital Organizations

This exclusive webinar will explore strategies that HR across APAC can implement and streamline tech architectures. Discover how companies are striking the right balance between driving productivity and creating an empowering, human-centric experience through innovative digital tools and solutions. Unlock insights to preserve the "human touch" in a tech-driven environment and ensure tools like predictive analytics, agentic AI, and workflow management tools to foster resilience and engagement.

PODCAST: **Unlock Workforce Agility**

As part of our podcast series with ServiceNow, we sat with Heather Jordman VP, Product Management — Employee Workflows at ServiceNow to discuss how workforce agility in the age of AI is shaping up across APAC. Listen in to discover how HR leaders can today unlock the benefits for agile working with strategic planning and skills intelligence.

ARTICLE

Transform APAC's Skills Landscape

Our business ecosystems and workplaces are evolving, widening skills gaps across APAC. Discover how organisations can address these critical gaps. Explore how intelligent and personalised learning can transform APAC's skills landscape and ensure HR is able to deliver on future skilling expectations.

INTERVIEW

Decode the Secret to Seamless EX

Looking at 2025, what should be the strategy to build future-ready tech stacks that not only help HR prepare for change but also execute for success? We spoke with Diana Spalding, Sr Director of Solution Sales, Employee Workflows, at ServiceNow and Sumeet Mathur, SVP & Managing Director, ServiceNow India Technology & Business Centre, ServiceNow to unpack how the tech leaders see the debate evolving and what is critical today for an impactful tomorrow.

DOWNLOAD ASSETS

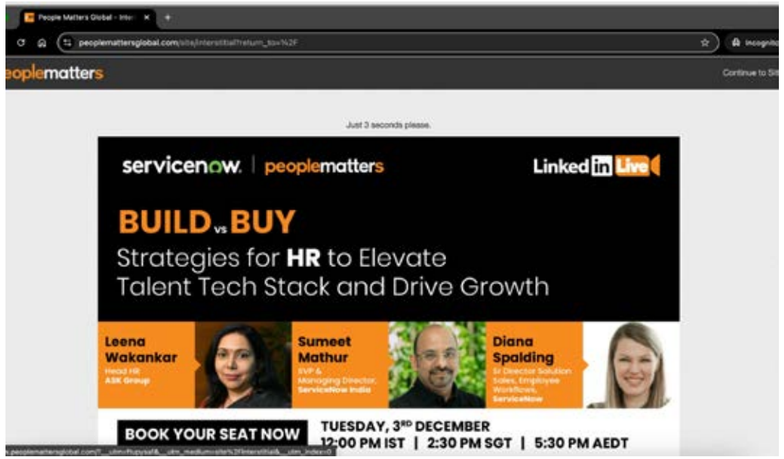
HR Leadership in the Age of Gen AI

See how Gen AI is no longer a buzzword but a strategic powerhouse for HR, experience an exclusive discussion with ServiceNow leaders where they share strategies on how integrating AI into your HR strategies can significantly improve productivity. Drawing from real-world examples and cutting-edge technologies, they discuss how to future-proof HR practices and achieve exemplary results.

servicenow | peoplematters

BANNERS

Interstitial Banner



Top Banner

Top Banner

Interstitial Banner

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THANK YOU!