

ASDA and ServiceNow expand collaboration to enhance employee and customer experiences

2024-10-30

Now Platform unites ASDA's operations across Technology, Customer, Finance, and Employee Workflows

Move boosts employee experience for ASDA's 150,000 colleagues, energises change management and paves way for future innovation

30th of October, London - **ASDA**, one of Britain's leading retailers, has expanded its collaboration with **ServiceNow**, the AI platform for business transformation, to unite operations across its Technology, Customer, and Employee Workflows. This strengthened partnership is designed to improve the employee experience for ASDA's 150,000 colleagues and the customer experience for its 16 million weekly shoppers.

The Now Platform has become the engagement layer for ASDA's workforce, delivering human resources and related services to all ASDA's colleagues in a 'one stop shop.' This enables ASDA's colleagues to do everything from ordering a laptop to flagging HR issues in one place, freeing up valuable time to focus on delivering for their customers. Because of the extensibility of the Now Platform to integrate with other platforms and systems, ServiceNow will enable ASDA to adopt new service management tools purpose-built for its current market and needs, as well as integrate seamlessly with the company's existing third-party tools, such as Workday and SAP.

The move will also enable ASDA to integrate new ServiceNow workflows spanning Customer Service Management in ASDA's finance and commercial service operations to IT Service Management (ITSM). The two-year transformation, with support from ServiceNow's Strategic Portfolio Management Team, positions ASDA for future growth, modernising its change management practices and providing a technology platform ready to deliver new innovative services.

Damian Stirrett, GVP and GM UK and Ireland at ServiceNow said, "Through its collaboration with ServiceNow, ASDA has achieved significant business transformation. By investing in the power of cutting-edge technology, ASDA has paved the way for higher productivity, resulting in greater employee and customer experiences, leading to long-term impactful business outcomes."

Adrian Berry, CTO of ASDA said, "This has been a huge transformation for ASDA, and has delivered great tools that we previously didn't have, across everything from the HR function to the IT function. Our HR module has gone live across all our business units, and it's delivered a one-stop shop which is already boosting colleague satisfaction and feels like we are arriving at one central place to deal with everything from logging incidents to communicating with suppliers. ServiceNow has also delivered big excitement across the business of having the capability to do even more for our colleagues and for our customers."

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organisations across every industry while upholding a trustworthy, human centred approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximise business outcomes. For more information, visit: www.servicenow.com.

About ASDA

Asda is a diversified retail group serving circa 16m customers each week from over 1,200 UK locations and online.

With roots dating back to a Yorkshire family business in the 1920's, the first Asda officially opened on 3rd May 1965. Today, Asda today employs more than 150k colleagues across its stores, depots, home offices in Leeds and Lutterworth and wholly owned subsidiaries including IPL, Forza, Kober and Leon.

Asda's primary operations include the sale of groceries, general merchandise, fuel, as well as clothing and homeware through George at Asda. It also offers a host of other services including Asda Mobile, Asda Money, pharmacy, and optical services.

As well as 610 superstores, supermarkets and Asda Living Stores across England, Scotland, Wales and Northern Ireland, Asda has a significant footprint in the fast-growing convenience and food service markets with 479 Express stores and 384 food service restaurants, including 53 Leon sites. The supermarket's online service also delivers to 99.5% of the UK population.

The Asda group is owned by TDR Capital (75%) and Mohsin Issa (25%).

Media contacts

Maria Di Martino

Director UK&I Corporate Communications

press@servicenow.com