Meet Marcia.

Marcia is the CIO of a global manufacturing firm that uses SAP SuccessFactors. Employees and contractors are spread across the globe in 10 countries. Each country has unique processes to support their workforce performance and development needs. Marcia must ensure local workforce alignment, engagement, and empowerment using SuccessFactors in order to achieve their business objectives and realize the full potential of the organization's SAP investment.

Ensuring Business Outcomes with SAP® SuccessFactors and SAP® Communication Center by ANCILE

Ongoing Alignment, Engagement, and Empowerment

Marcia's organization uses SAP SuccessFactors to ensure workforce alignment and engagement so that performance is optimized. With SuccessFactors' real-time workforce analytics, Marcia understands the state of her team. She pinpoints specific areas for improvement in the organization every day. Additionally, Marcia uses SAP Communication Center (SCC) by ANCILE to address these improvement areas and empower her team for success by efficiently managing communications and validating impact.

SAP SuccessFactors Provides Workforce Insights ▶ SAP Communication Center Addresses Workforce Needs

Identifying problem areas in your organization's talent, performance, and development begins with separating real issues from opinions. Marcia uses SAP SuccessFactors to capture 100% of the workforce data and analytics to identify gaps in alignment and engagement making it possible for her to gain factual insights and identify problems. While data and analytics provide a great first step to help Marcia identify areas for potential performance improvements, using data effectively to drive corrective action is just as important.

### Provide Employees What They Need ▶ Ongoing Coaching, Knowledge Sharing, Operational Updates, and More

Based on the issues and information aggregated through SAP SuccessFactors, Marcia can identify what her team needs. Using SCC, Marcia can proactively push the right information or content to these employees. That content might include on-the-job coaching and direction, knowledge sharing, operational updates, and real-time policy or procedural notifications that are vital to ensure workforce compliance and safety. Employees benefit because information pushed to them via SCC is relevant, timely, and helps to close gaps in knowledge and understanding. They can optimize their own performance and meet business and personal objectives. Marcia and her organization benefit because they are able to utilize SAP SuccessFactors to identify areas that need attention and focus efforts on closing gaps with SCC. By quickly identifying and closing gaps in workforce understanding and performance, Marcia is able to drive productivity improvements that also improve the bottom line.

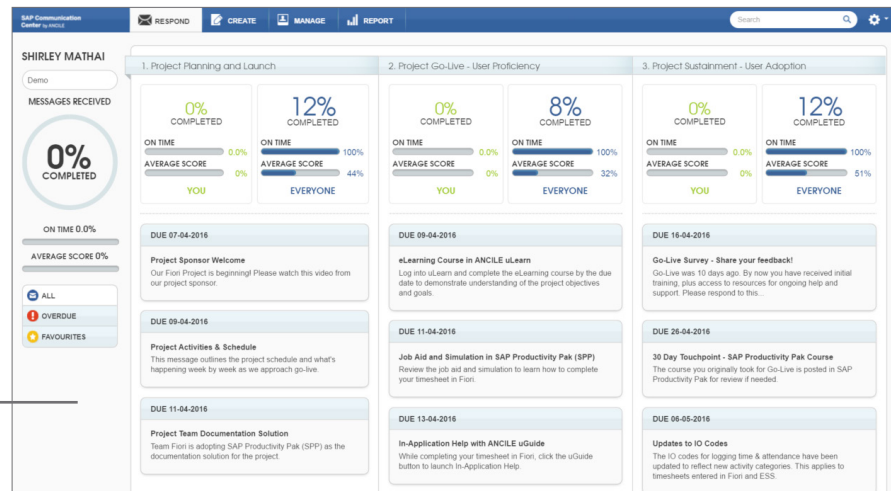## Sustain Workforce Performance ▶ Push Information They Need TODAY

Marcia is now ready to effectively manage the workforce by engaging them every day. Information needs are constant – onboarding, new processes, and ongoing coaching and development. She uses SuccessFactors data to identify workforce needs and SCC to address them – all in real-time. Her team appreciates that the communications are timely, relevant, and capable of making a difference. The communications come directly from managers, team leaders, process leaders, or mentors.

Marcia has a lens into workforce needs as well as the power to prescribe the right information to maximize workforce potential. By ensuring the workforce is aligned to business objectives and engaged to take action, Marcia's organization is poised to achieve business outcomes and maximize return on its SuccessFactors investment.

SAP SuccessFactors
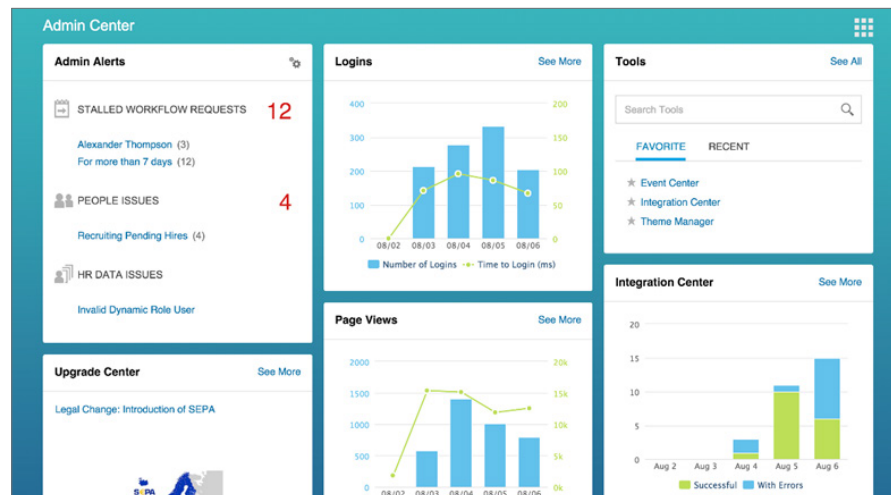
SAP Communication Center

Reading/ Responding