

## Société Générale's HR Shared Services Center is forging a new path to excellence with Neocase HR Power



### At a glance:

- 1 shared services center (SSC) covering France, spread across 2 geographical sites
- On course towards: 4 HR hubs for global coverage

### Challenge:

- To substantially improve the HR support function within the existing HR Shared Services Center as well as employee satisfaction

### Solution:

- Neocase HR Power rolled out across staff and HR business partners
- SaaS mode selected

### Results:

- 30% increase in one year in the number of enquiries handled with the same number of staff
- SLAs in place with clients
- KPI attainment: between 75% and 80% of enquiries processed at 1st level; employee satisfaction above 85%
- Management: dashboards produced for corporate clients

Société Générale is one of the largest European financial services groups. Based on a diversified universal banking model, the group combines financial solidity with a strategy of sustainable group. Its 160,000 employees based in 77 countries service more than 33 million clients throughout the world on a daily basis.

To respond to the demands of operational efficiency and cost control, companies are now setting up shared services centers. Société Générale chose Neocase Power for HR for its HR SSC to personalize the relationship with employees and thus make gains on both quality and efficiency.

### Challenge

To substantially improve the efficiency of support within the HR Shared Services Centre and employee satisfaction.

Over the 9 years it has existed, Société Générale's HR SSC has followed a cycle of optimization. The richer the experience grows over the years, the harder efficiency gains are to achieve. By supporting a 30% continual increase in requests with the same staff numbers, Neocase HR Power has helped towards a significant gain in productivity in the HR SSC. From a benchmark study with other organizations, a source for improvement was identified: to offload time-consuming enquiries from SSC administrators and hand over support assistance to a dedicated contact unit.

Neocase HR Power has made it possible to ensure consistency between this new team and the back office teams.

Understanding of specific Human Resources requirements and Neocase HR's functional capacity to satisfy them were major assets in starting this collaboration.

## Requirements

### Operational excellence and cost control

Neocase HR Power made this organizational migration to a Front Office / Back Office model possible, by providing a channel to manage, automate and measure the processes for enquiries made by staff to the HR SSC.

Thierry Louveau, Project Head, states: *“Previously, administrators responded directly to questions asked by staff. On the one hand, administrators were frequently getting interrupted, which was a problem for them in organizing their work. On the other hand, the answers given to employees were sometimes inconsistent. An internal satisfaction survey backed up this analysis.”*

Société Générale’s level of requirement, which was all the higher as its experience as an HR SSC was so advanced, broke down into two key areas:

- Operational excellence
  - Traceability
  - Activity management
  - Establishment of SLAs
- Cost control
  - 100% match with needs expressed
  - User-friendliness for administrators
  - Price

## Solution

Neocase HR Power, open to staff and to Human Resources Business Partners, with special emphasis on managing service level agreements

Neocase HR Power satisfied the Société Générale specifications, in particular:

### Functional Aspect

- A solution dedicated to specific Human Resources requirements
- A multi-channel single point of contact (telephone, self-service, e-mail)
- Management and monitoring of levels of validation expertise (collaborative workflow)
- Accessible configuration system without any particular technical know-how required
- Login straightforward and intuitive for any new user
- Activity monitoring through an alert management system with possible standardized email response and automatic identification of the enquirer
- Management capabilities for improved service quality with dynamic decision support dashboards

- Integration within the existing HRIS
- Adopts the Société Générale look and feel
- Simultaneous user capacity: 18,000 employees

## Result

Professionalization of employee assistance and 30% more enquiries handled with the same number of staff

Stéphane Mignola, Société Générale Payroll and Administration Director says: *“Not only have we successfully completed the project in a record three months, but as a result we have also managed to handle more enquiries with the same number of staff. This success is due to Neocase teams’ involvement in implementation and their support in conducting the change, and because of the tool’s user-friendliness and functional ergonomics.”*

Neocase HR Power has helped professionalize support to employees through traceability and service level commitments.

To summarize, Stéphane Mignola says: *“The flexibility of Neocase HR Power has enabled us to deploy process models and service levels suited to HR SSC service users (employees, Business Partners and Managers). Today, we handle more than 8,000 enquiries a month. We also send quarterly dashboards on volumes, performance and risk to our corporate clients to give them the visibility they need to manage their business.”*

Based on the success of this initial collaboration, Société Générale has now rolled out Neocase HR Power across the globe to handle Employee Relationship Management for the company’s 159,616 employees. Its multi-lingual, multi-regional and multi-process capacity in providing local flexibility makes Neocase HR Power the best solution along the journey to 4 SSCs — in Paris, Bangalore, Moscow and Bucharest.