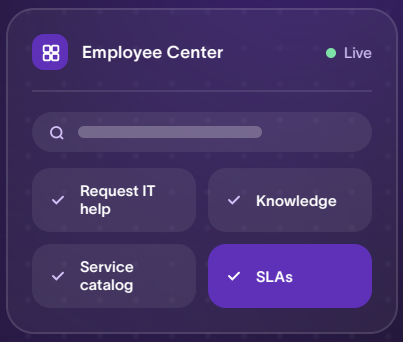
NEWROCKET

CASE STUDY · PUBLIC SECTOR

County Government

From Reactive Support to a Modern Employee Service Experience

How a county government centralized employee access to IT services, simplified request management, and built a foundation for future digital services.



CUSTOMER	INDUSTRY	LOCATION	SERVICENOW
County Government	Public Sector / Government Administration	United States	ITSM, Employee Center

THE CUSTOMER

A Local Government with a Lean IT Team

A local government organization supporting employees across its operations with a small internal IT team. Its existing ServiceNow instance was underutilized and had no central employee portal.

THE CHALLENGE

Employees Relied on Emails and Phone Calls to Get IT Support

Requests arrived by email, phone, and walk-in, and the existing instance offered little self-service. The IT team faced:

- **Manual handling** of onboarding, offboarding, and position changes
- **Requests logged as incidents** that had to be converted by hand
- **Scattered documentation** with no central place to look
- **Limited service tracking** and capacity for routine changes

THE SOLUTION

Making Employee Services Easier to Find and Manage

Using ServiceNow's Now Create methodology, NewRocket ran an **11-week crawl-walk-run** implementation that met immediate needs while preparing the internal team to manage the platform.

WHAT NEWROCKET DELIVERED

01 Central Employee Portal
Employee Center with branding aligned to the county's new website and a defined topic taxonomy.

02 Organized Service Catalog
Deactivated unused items, separated incidents from requests, and scoped up to six catalog items.

03 Centralized IT Knowledge
Two knowledge bases: internal IT procedures and employee self-service information.

04 Structured Service Tracking
Trackable SLAs, plus reviews of up to three incident and request workflows.

05 Ready for Future Self-Service
AI search and experience analytics planned; Virtual Agent and Live Agent Chat deferred.

THE RESULTS

A Centralized Entry Point and More Organized IT Service Processes

A more structured way for employees to access IT services and for the team to manage requests and knowledge.

DELIVERED IN

11 weeks

using a crawl-walk-run approach with ServiceNow's Now Create methodology.

- **One entry point** for IT support instead of email, phone, and walk-ins.
- **More accessible documentation** across two knowledge bases.
- **Greater internal ownership** through training and knowledge transfer.
- **Clearer request handling** for common employee needs.
- **Trackable SLAs** as a basis for measuring service performance.

Making IT Services Easier for Employees to Access?

NewRocket helps organizations organize ServiceNow services around employee needs, simplify request management, and build the internal capabilities to manage their platforms over time.

Talk to NewRocket →

newrocket.com/contact