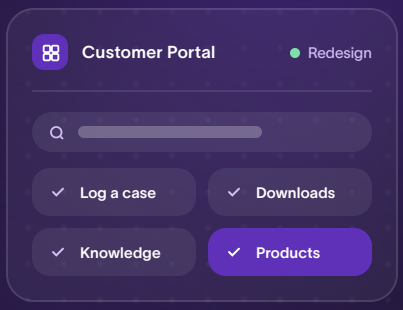
NEWROCKET

CASE STUDY · DIGITAL GOVERNMENT

Centric

Redesigning the ServiceNow Portal for Digital Government Customers

How NewRocket structured a customer portal redesign around user needs, Dutch-language requirements, and the service processes behind the experience.



CUSTOMER	INDUSTRY	LOCATION	SERVICENOW
Centric	Public Sector Technology	EMEA	Customer Service Management (CSM)

THE CUSTOMER

A Dutch IT Services Provider for Government

Centric delivers technology and software solutions to government organizations and businesses. Its Digital Government unit asked NewRocket to redesign a customer portal serving **more than 3,000 customers**, who struggled to log cases and download software.

THE CHALLENGE

Customer Frustration Was Tied to the Processes Behind the Portal

Fixing the portal meant aligning the customer experience with the operations behind it:

- **Usability:** find the friction and improve navigation and structure
- **Process alignment** with incident, problem, change, knowledge, and release
- **Localized requirements:** Dutch-language and government contract needs
- **Delivery constraints:** many stakeholders, limited capacity, six weeks

THE SOLUTION

Turning User Needs into an Actionable Portal Design

NewRocket combined user research, Dutch-language business analysis, and structured design planning, paired with a **Retained Squad** model and a **Not-to-Exceed** commercial arrangement.

WHAT NEWROCKET DELIVERED

01 Research Customer Journeys
Focus groups, remote end-user sessions, usability surveys, and journey mapping to find pain points and build personas.

02 Translate Local Requirements
A Dutch-speaking Business Process Consultant turned business requirements into technical specifications.

03 Align with Service Operations
Case creation and updates, knowledge, product information, downloads, and the ITIL processes behind them.

04 Prepare the Handoff to Development
Journey maps, high-fidelity mockups, wireframes, user stories, and acceptance criteria for the Retained Squad.

THE RESULTS

A Defined Design-to-Development Approach

The engagement established a structured approach to portal redesign and subsequent implementation.

PORTAL IN SCOPE

3,000+

customers served by the Digital Government customer portal.

- **A defined design scope** to address customer friction.
- **An implementation handoff framework** for the development backlog.
- **Localized requirements support** from Dutch-speaking expertise.
- **A structured delivery model** with NTE commercial controls.

Does Your ServiceNow Portal Reflect How Your Customers Actually Work?

NewRocket connects user research, business process analysis, and ServiceNow CSM design to turn customer pain points into actionable portal requirements and a defined path to implementation.

Talk to NewRocket →

newrocket.com/contact