

Redesigning Employee Self-Service with ServiceNow Employee Center Pro



How Zillow redesigned its employee portal to organize HR information, simplify navigation, and establish a consistent knowledge management model.

THE CUSTOMER

One of the largest online real estate marketplaces in the U.S.

Zillow is one of the largest online real estate marketplaces in the United States, connecting millions of people with buying, selling, renting, and financing services.

As part of its HR portal initiative, Zillow set out to redesign how employees access HR information by reorganizing enterprise content, simplifying navigation, and creating a sustainable approach to knowledge management.

Industry Real Estate & Technology

Location United States

Platform ServiceNow Employee Center Pro

THE CHALLENGE

A portal that made HR information hard to find

The existing employee portal made it difficult to organize information consistently and provide employees with a clear path to HR services and enterprise resources. Zillow needed to:

- ✓ Organize HR and enterprise content within a consistent information model.
- ✓ Simplify navigation and improve information findability.
- ✓ Define content ownership and publishing standards.
- ✓ Prepare structured content for future AI-powered search and self-service.

THE SOLUTION

A redesigned Employee Center Pro portal, grounded in UX research

NewRocket redesigned Zillow's employee portal with ServiceNow Employee Center Pro, combining UX strategy, content architecture, and platform best practices.

- ✓ Validated employee needs through UX research, stakeholder workshops, personas, journey mapping, and usability testing before implementation.
- ✓ Organized enterprise content through a scalable taxonomy and information architecture that improved navigation, searchability, and content quality.
- ✓ Built a branded Employee Center Pro portal using native ServiceNow capabilities, reducing customization while simplifying future platform maintenance.
- ✓ Integrated knowledge management, reusable templates, and responsive experiences into a consistent employee portal.
- ✓ Established governance, ownership, and publishing standards that support sustainable portal management and future growth.
- ✓ Designed Zillow's search strategy, including Glean integration considerations, portal placement patterns, and access-based routing to improve discoverability.

THE RESULTS

A unified, research-backed employee experience

- ✓ Delivered a unified ServiceNow Employee Center Pro experience across HR services and enterprise content.
- ✓ Reorganized HR information through a validated taxonomy and navigation model, making content easier to find.
- ✓ Established a research-backed foundation for future employee experience decisions through validated personas, journey maps, and an experience roadmap.
- ✓ Created a consistent employee experience through reusable templates and WCAG 2.1 AA-compliant responsive design.
- ✓ Enabled native ServiceNow analytics to measure portal adoption, search effectiveness, and employee engagement.
- ✓ Established governance and publishing standards that support long-term portal ownership.
- ✓ Structured content and knowledge to support future AI-powered search and self-service.

Looking to Simplify Employee Self-Service Across Your Organization?

See how NewRocket helps organizations redesign employee portals by organizing enterprise content, simplifying navigation, and establishing governance that supports long-term success.

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