

From Email Chaos to Streamlined Self-Service

How ESA Transformed Contractor Operations and Public Service Delivery With NewRocket



The Customer

- **Company:** European Space Agency
- **Industry:** Aerospace & Government
- **Location:** Europe
- **ServiceNow Offering:** Incident Management, Problem Management, Change Management, Release Management, Request Fulfillment, Knowledge Management

The European Space Agency (ESA) serves 22 member states in shaping Europe's space capabilities. With over 2,200 employees — including scientists, engineers, and IT specialists — ESA runs critical space programmes, advances satellite-based technologies, and supports Earth and space research to benefit society.



The Challenge

ESA relied heavily on email for service requests, leading to **long turnaround times and pressure on service teams**. The organisation worked with multiple contractors to deliver services, but coordination was difficult with **no unified service desk view or integration across systems**. This lack of centralised knowledge led to **manual reporting processes** and made it hard for users to get the help they needed.

The organisation **needed a solution to improve service delivery, unify provider processes, and enable real-time insights** while enhancing the user experience for global external audiences.



The Solution

A Unified, Customer-Centric Service Experience

NewRocket partnered with ESA to launch TellUs, a web-based customer interface system built on the ServiceNow® platform that transforms external access and backend operations.

01 | Self-Service Portal With Authentication

ESA introduced a centralised portal, accessible via Single Sign-On, where external users can submit requests, report issues, or open complaints using customised web forms.

02 | ServiceNow ITSM Capabilities

The portal supports Incident, Problem, Change, Release, Request Fulfillment, and Knowledge Management processes, backed by a CMDB tracking over 3,500 configuration items.

03 | Fully Integrated Email System

ESA's service contact email was integrated directly into its ServiceNow instance, empowering first-line operators to be as productive as possible with a streamlined intake process.

04 | Knowledge Search and Service Catalogue

Users can now search a curated knowledge base and service catalogue to find answers before submitting requests, significantly reducing ticket volumes.



The Results

Through its partnership with NewRocket, ESA created a more responsive, efficient, and user-friendly service experience with outcomes like:



80% of requests and incidents handled through self-service via the TellUs portal



Real-time dashboards, providing instant insights into operational performance



Unified multi-contractor operations, linking and standardising requests, incidents, and change processes across service providers



Significantly improved experience for external users accessing ESA data and services online



Looking to Transform Your External Service Delivery With an Integrated Customer Portal?

See how NewRocket can help your organisation streamline service operations and enhance customer experiences.

Visit newrocket.com to learn more.



We have created a significantly improved experience for external users accessing our data and services from the public internet ... Productivity for our first-line operators has also improved.

– Mats Önnestam, Service and Configuration Manager, ESA