

# 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

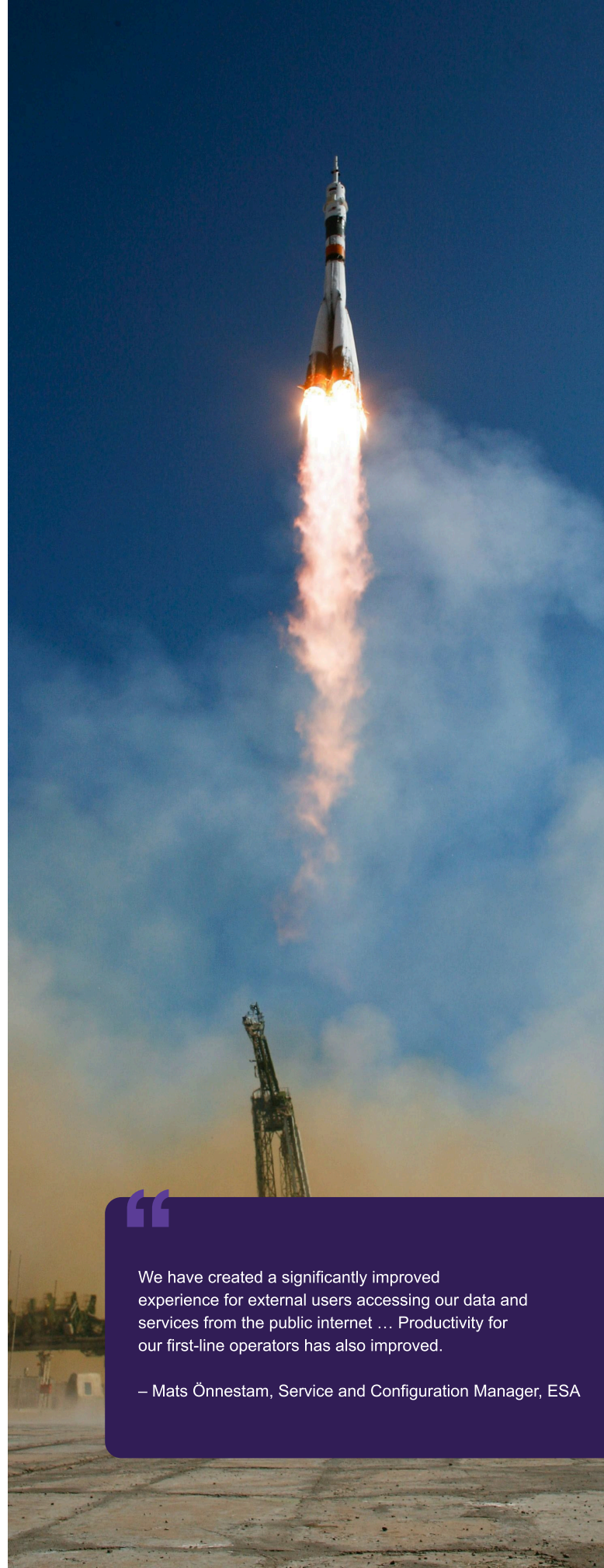
Through its partnership with NewRocket, ESA created a more responsive, efficient, and user-friendly service experience with outcomes like:

-  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 standardizing 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 organization streamline service operations and enhance customer experiences. Visit [newrocket.com](https://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