

From Fragmented Requests to a Unified Employee Experience

How The Salvation Army Modernized HR Services and Scaled Operations with NewRocket and the ServiceNow® Platform



The Customer

- **Company:** The Salvation Army
- **Industry:** Non-Profit
- **Location:** Canada
- **ServiceNow Offering:** HR Service Delivery, Employee Center

The Salvation Army (TSA) is a global faith-based nonprofit organization operating within the social services and charitable sector. In Canada, it is the largest non-governmental direct provider of social services, with over 13,000 employees and officers and over 30,000 volunteers serving in more than 400 communities.



The Challenge

To better support its front-line teams and improve operational efficiency, TSA set out to transform its HR service delivery with a modern, scalable platform.

TSA's HR team was burdened by **fragmented workflows, limited visibility, and lack of real-time reporting**. The reliance on disconnected tools like Formstack — used to process over 24,000 requests in one year — led to inefficiencies and delays in fulfilling employee needs.

Without centralized tracking or effective reporting, TSA lacked the tools to manage service requests at scale and drive informed decision-making.



The Solution

Enhancing service delivery and improving the employee experience at scale.

NewRocket partnered with TSA to deliver a modern HR service experience by implementing HR Service Delivery (HRSD), Employee Center, and critical platform integrations.

01 | HRSD & Employee Center Implementation

- Launched 21 HR case types, surveys, response templates, and the HR Agent Workspace
- Replaced Formstack with centralized, trackable workflows

02 | Platform Integration & Alignment

- Integrated Workday and Five9 into the ServiceNow platform to connect HR and call center systems directly into a unified workflow
- Coordinated go-live with Workday's stabilization phase for a joint roll-out

03 | Platform Health Remediation & Continuous Enhancements

- NewRocket performed a platform assessment to resolve issues related to security, stability, and upgradability
- TSA extended collaboration post-go-live through NewRocket Managed Services to address backlog items outside initial scope



🚩 The Results

The new platform delivered measurable impact within months of going live, including:

Increased Case Processing Capacity

- ✔️ Reduced processing time by 66% — from 24,000 annual Formstack submissions to 21,000 HR cases in just four months
- ✔️ Achieved a 160%+ increase in HR service capacity

Growing Portal Adoption

- ✔️ Improved employee self-service access through the Employee Center by centralizing HR resources, streamlining request forms, and integrating key knowledge articles
- ✔️ Positive user feedback and rising engagement across the organization

Expanding Platform Value

- ✔️ Success with HRSD has reinforced TSA's commitment to leveraging the ServiceNow platform across functions
- ✔️ Leadership has recognized the project as a major milestone, with interest in exploring additional capabilities such as Strategic Portfolio Management (SPM)



Looking to Simplify Service for Every Employee, Everywhere?

See how NewRocket can help you modernize employee service, automate workflows, and improve employee satisfaction with the ServiceNow platform. Visit newrocket.com to learn more.



“The impact of ServiceNow® has been tremendous and immediate.”

– Head, HR Service & Delivery, The Salvation Army