



Revolutionizing User Experience:

Global Implementation of ServiceNow's 'Next Experience'

Executive Summary:

NA leading global technology services organization and large-scale ServiceNow platform user aimed to elevate the digital experience for its workforce by modernizing platform usability. As enterprise software adoption expanded, user experience became a critical driver of productivity, engagement, and efficiency.

Prior to the ServiceNow San Diego release, users encountered fragmented interfaces, complex navigation, and limited personalization capabilities that impacted workflow continuity and platform adoption. To address these challenges and unlock the platform's full potential, the organization partnered with Nihilent to implement the **ServiceNow 'Next Experience'** globally - introducing a unified, intuitive, and personalized interaction model.

Key Challenges and Pain Points:

Key usability gaps affecting productivity included:

- **Fragmented Navigation** - Disjointed movement across multiple application areas without a unified structure
- **Limited Menu Customization** - Inability to prioritize or personalize menu access
- **Inefficient Landing Pages** - Lack of role-focused dashboards and task visibility
- **UI Fragmentation** - Inconsistent experience between Core UI and workspaces
- **Restricted Personalization** - Minimal accessibility and theme customization options
- **Ineffective Global Search** - Difficulty searching across multiple record types
- **Non-configurable Start Pages** - Limited flexibility to tailor landing environments
- **Absence of Next-Gen UI** - Missing contextual navigation and intuitive interaction features
- **Complex Preference Configuration** - Difficulty managing display and notification settings

These limitations reduced efficiency, engagement, and the overall user experience across the platform.

Solution Implementation

Nihilent led the global rollout of **ServiceNow Next Experience**, focusing on usability transformation through the following initiatives:

Unified Navigation System:

- Implemented a cohesive navigation structure across applications
- Simplified access to essential tools and modules

Optimized Global Search:

- Enhanced cross-record search capabilities
- Improved navigation between results and workspace contexts

Enhanced Menu Customization:

- Enabled pinning and menu personalization
- Improved prioritization of frequently used resources

Configurable Start Page:

- Enabled customization with dashboards, visualizations, or workspace views
- Supported task-focused onboarding experiences

Role-Specific Landing Pages:

- Delivered tailored dashboards by user role.
- Provided consolidated visibility of tasks, approvals, and analytics

Next Generation Interface:

- Introduced contextual navigation and modern landing experiences
- Elevated engagement and productivity.


Unified User Interface:

- Standardized interface across applications and workspaces.
- Enabled seamless transitions between environments

Simplified Preferences Configuration:

- Streamlined configuration of notifications, display, and accessibility
- Improved usability through intuitive controls

Expanded Personalization Options:

- Introduced accessibility settings and theme options
 - Allowed users to tailor UI to individual preferences
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Results and Impact



The transformation delivered measurable experience and efficiency improvements.

- Faster navigation and access to critical resources
- Improved prioritization through customization features
- Consolidated task visibility via role-based landing pages
- Seamless movement between applications and workspaces
- Increased personalization and accessibility adoption
- Enhanced search efficiency across record types
- Flexible start pages aligned to user needs
- Higher productivity and engagement through modern UI
- Reduced user friction in preference management

Conclusion:

The global implementation of ServiceNow Next Experience significantly enhanced platform usability by aligning functionality with real user needs. By modernizing navigation, personalization, and interface consistency, the initiative improved engagement and operational efficiency while enabling a more intuitive digital workplace environment. This transformation highlights the value of user-centric platform evolution in maximizing enterprise technology investments.

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