

Transforming Internal Communications With Video



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In the evolving landscape of hybrid and distributed work, communication must be seamless, accessible, and impactful. For corporate communications leaders, ServiceNow's Employee Center Pro offers a centralized entry point to find what they need. When enhanced with Vbrick's enterprise video capabilities, this information hub brings secure, relevant, high-quality video content directly to employees in a medium they expect — creating a more engaging and measurable digital experience.

Embedding video into ServiceNow turns everyday interactions — from onboarding and policy updates to leadership announcements — into opportunities for engagement and clarity. Together, ServiceNow and Vbrick bridge the gap between communication and action, helping teams align, learn, and respond faster.



Why Video + ServiceNow Is a Strategic Advantage

Video becomes more powerful when it's accessible in the context of work. Embedding Vbrick videos within Employee Center Pro ensures employees find the right content at the right time — without leaving the platform.

CONTEXTUAL VIDEO ACCESS

Place onboarding videos, policy explainers, or CEO updates directly within ServiceNow Employee Center Pro pages, HR Knowledge Articles, Tasks, Journeys, Internal Learning Content, or external LMSes via SCORM. Employees stay in the flow of work, reducing friction and improving understanding.

STREAMLINED GOVERNANCE AND SECURITY

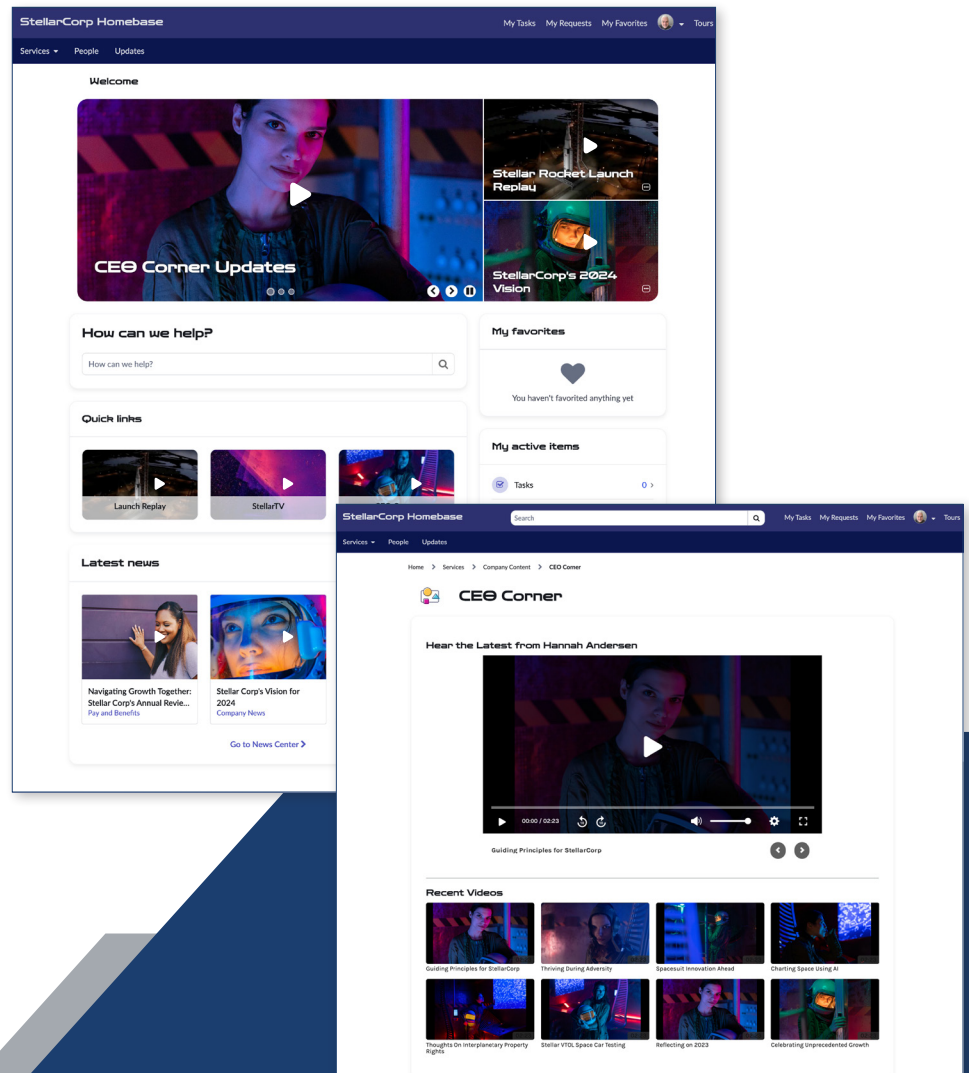
With ServiceNow's role-based access, Flow Designer automation, and approval workflows, communications teams can manage video permissions, publishing, and expiration through existing governance structures. Vbrick ensures security, encryption, and auditability at every step.

UNIFIED INSIGHTS AND PERFORMANCE ANALYTICS

Combine Vbrick engagement data with ServiceNow's Performance Analytics dashboards to understand reach and impact. Use these insights to refine messages and optimize communication strategy.

SCALABLE PERFORMANCE

Vbrick's enterprise-grade eCDN ensures flawless playback within ServiceNow, supporting live and on-demand video delivery across global teams.



When a Video-First Approach Can Reenergize Your ServiceNow Communications

Bringing video into ServiceNow can help address these everyday internal communication hurdles and create a better experience for employees:

LOW ENGAGEMENT

Replace long-form announcements with embedded videos in internal and external portals to capture attention.

STATIC CONTENT

Enrich knowledge bases with short, contextual explainer videos that guide employees through processes.

SILOED SYSTEMS

Consolidate communication into ServiceNow, replacing fragmented intranets and email-heavy channels with a unified video-enabled experience.

LIMITED FEEDBACK LOOPS

Enable interactive videos with comments or polls and surface insights in ServiceNow dashboards for two-way communication.

TRAINING AND COMPLIANCE GAPS

Integrate mandatory training or compliance videos into employee tasks or journeys and report effectively on their completion.



Key Steps to Integrate Vbrick + ServiceNow for Internal Communications

Follow these guiding steps to build a modern communication ecosystem where video and workflow automation work hand in hand.



Audit Current Workflows

Identify where video could add value across modules such as ITSM, HRSD, CSM, FSM, and CRM.



Define Success Metrics

Map video KPIs (e.g., completions, engagement rates) to ServiceNow metrics in Performance Analytics.



ACL Control

Use ServiceNow's role-based access to deliver the right videos to the right audiences.



Govern and Approve

Use ServiceNow's native approval workflows to review and approve new video content with full audit trails.



Analyze and Optimize

Combine Vbrick analytics with ServiceNow dashboards to measure engagement and improve performance.



Example Use Cases in ServiceNow

From onboarding to culture building, weaving video throughout ServiceNow creates a more human, connected, and impactful digital workplace.



ONBOARDING

Embed Day 1 orientation or department introductions into HRSD onboarding flows with tracking for completions.



COMPLIANCE UPDATES

Assign users policy videos and require completion before proceeding to related HR tasks.



LEADERSHIP MESSAGING

Stream live executive updates directly from within Employee Center Pro and make recordings instantly available for on-demand viewing.



DEPARTMENTAL ANNOUNCEMENTS

Create videos to announce or explain new processes, planned outages, or system updates to reduce inbound questions and confusion.



CULTURE AND ENGAGEMENT

Spotlight teams and success stories through featured videos to build community and share experiences.

Measuring Success

Measuring success isn't about numbers alone; it's about understanding how video helps people feel informed, included, and inspired to take action.

DIRECT FEEDBACK

Survey employees to track incremental improvement in satisfaction, access to information, and feeling connected.

ENGAGEMENT ANALYTICS

Track video views, completions, and sentiment alongside ServiceNow engagement metrics.

OPERATIONAL EFFICIENCY

Measure reductions in tickets, faster workflow completions, and improved policy adherence.

CONTINUOUS IMPROVEMENT

Use AI-driven insights from Vbrick and ServiceNow to refine video usage for the greatest ROI.

Pro Tips

Keep employees coming back for more

Refreshing videos often will encourage employees to frequently access the intranet for the latest information.

Leverage user-generated content to help build culture

There's a reason for the popularity of TikTok and Reels. Add personality to your intranet by including videos that showcase employees, such as team offsites or service projects.

Use data to guide your plan

Review your video analytics in Vbrick to gain insights about your videos. See which ones get the most views so you can create more videos that are similar. On the flip side, you can learn where people are dropping off so you can refine your message or replace poor performing content.



Ready to turn your intranet
into a digital information hub?

Request a demo:
vbrick.com/servicenow-demo



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Conclusion

When enhanced with Vbrick-hosted video, ServiceNow becomes more than a portal for employees or customers; it becomes an experience that informs, inspires, and activates. Vbrick empowers companies to leverage their ServiceNow investment to create an even more connected audience.