



C.H. ROBINSON



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CASE STUDY

# Global Logistics Leader, C.H. Robinson, Levels-up Employee Engagement and Experience with Vbrick's ServiceNow Video Integration



## OVERVIEW

C.H. Robinson is one of the world's largest logistics platforms. With 15,000 employees and over 90,000 customers worldwide, companies look to them to reimagine supply chains, advance freight technology, and solve logistics challenges — from the simple to the most complex.

## THE CHALLENGE

A long-time ServiceNow customer, C.H. Robinson was in the process of launching a new HR Portal built on ServiceNow's Employee Center Pro (EC Pro). With the launch, C.H. Robinson wanted the ability to seamlessly incorporate videos and video playlists into its EC Pro portal as part of a larger strategy to make information more accessible, create more opportunities for self-service, and increase engagement.

As a global company, C.H. Robinson wanted to ensure the experience was inclusive for all employees, regardless of language or location. Meeting this goal required translating videos into multiple languages, a process that spanned several weeks and involved significant coordination across internal teams and external resources.

End users were requesting more video content, and leadership understood the value adding videos to ServiceNow could bring to employees, but the organization's existing video tools did not integrate with ServiceNow. They experimented with adding links to their ServiceNow pages that directed to external video resources, but this approach took users outside the ServiceNow environment and offered limited functionality.

To deliver the seamless, integrated, and truly global employee experience C.H. Robinson envisioned, they needed a robust video platform capable of storing, managing, translating, and securely delivering video content natively within ServiceNow.





## THE SOLUTION

C.H. Robinson turned to Vbrick to solve these video challenges. Vbrick provides a secure, centralized enterprise video platform that integrates natively with ServiceNow, enabling live and on-demand video content to be embedded in virtually any page or portal. With secure user authentication and configurable roles for viewing permissions, Vbrick's platform ensures the right video content is available only to the right audiences.

One of the most meaningful advantages for a global organization like C.H. Robinson was Vbrick's built-in AI translation capabilities. Instead of relying on multiple teams and weeks of manual effort to localize content, Vbrick enabled the HR Technology team to translate videos in minutes, directly as part of the upload process. This accelerated turnaround dramatically, increasing inclusivity by making high value video content accessible to employees across regions and languages without added complexity.

Vbrick's easy-to-implement ServiceNow connector was able to be self-installed and worked flawlessly out of the box for C.H. Robinson. With Vbrick in place, the organization can easily deliver dynamic, tailored video experiences within its new EC Pro portal, featuring curated layouts, embedded playlists and highlighted content that aligns with user workflows and creates efficiencies in the way employees access vital information in ServiceNow.

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"Implementing Vbrick's video integration solution has truly transformed how we manage and deliver video content across our organization. **The setup process was refreshingly simple**, and the seamless integration with our Content Publishing application allows us to automate video launches to a variety of complex populations with ease."

– Teresa Caravajal, Principal HR Technology Analyst, C.H. Robinson

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## THE RESULTS

C.H. Robinson's portal features more than 40 Vbrick-hosted videos that have been viewed over 152,000 times by 10,000 unique viewers within the first three months of implementation. Combining Vbrick with ServiceNow has advanced C.H. Robinson's video strategy, enhancing digital employee experience and making information more accessible and easier to consume.

### Advanced Insights

With over 40 Vbrick-hosted videos in their EC Pro portal that receive hundreds of views each day, C.H. Robinson has built video resources into the employee journey to outline important benefits information, highlight key details around open enrollment processes, and improve case management. Vbrick's advanced video analytics provide metrics like drop-off rates and average viewing times, empowering C.H. Robinson's teams with necessary insights that allow them to be more strategic and consultative with the business units they support and the content they create.

### Global Reach

As C.H. Robinson aims to adopt more self-service initiatives through the use of video, Vbrick's platform has enabled them to tailor content to be more engaging and accessible to its global workforce.

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"One of the most impressive features within the Vbrick platform is the effortless translation capability. In a recent project, we needed to provide video content in Spanish. **With Vbrick, we were able to translate both videos and transcripts in minutes** — something that previously would have required time-consuming manual work or expensive third-party translation services."

– Teresa Caravajal, Principal HR Technology Analyst, C.H. Robinson

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## Secure Access

Vbrick's integration with ServiceNow guarantees secure access for all C.H. Robinson users. Employees are authenticated into ServiceNow with user permissions maintained and no additional credentials required to access Vbrick-hosted content embedded in EC Pro.

## Engaged Workforce

With Vbrick implemented, C.H. Robinson's EC Pro homepage has been transformed to deliver a highly customized and visually engaging experience. The out-of-the-box integration makes it easy to measure videos' effectiveness and constantly refresh content. The team has launched a series of campaigns with video content targeting specific audience segments, and as a result, nearly 75 percent of C.H. Robinsons 15,000 global users are engaged with EC Pro. The portal has also received special recognition from ServiceNow for incorporating video.

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"Unlike consumer-grade options like YouTube or Vimeo, **Vbrick allows us to keep content within our ecosystem**, which is a major win for security and branding."

– Teresa Caravajal, Principal HR Technology Analyst, C.H. Robinson

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## WHAT'S NEXT

Vbrick and C.H. Robinson teams are working closely to create more opportunities to add video to EC Pro such as:

- ⦿ Building out the employee journey to enhance onboarding
- ⦿ Creating a micro learning management environment
- ⦿ Improving case management with AI-powered videos to enable self-service and reduce time to resolution
- ⦿ Encouraging user-generated content for how-to videos, employee testimonials, and culture building

C.H. Robinson will also begin to implement ServiceNow's Now Assist, combining AI with workflow automation that can improve productivity, deliver better self-service, enhance searches, recommend actions, and provide answers. With Vbrick's native integration, C.H. Robinson will be able to use video assets stored in Vbrick as a data layer for generative AI workflows within Now Assist, turning its video library into actionable insights, context, and intelligence.

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"Beyond the product itself, the Vbrick team consistently delivers. **Their regular feature releases show an ongoing commitment to innovation, and their support team is responsive, knowledgeable, and incredibly patient whenever we need help.** Overall, Vbrick has exceeded our expectations. The solution is powerful, intuitive, and backed by exceptional customer service. I highly recommend Vbrick to any organization looking to elevate their video strategy."

– Teresa Caravajal, Principal HR Technology Analyst, C.H. Robinson

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## CONSOLIDATION UNDER VBRICK YIELDS SAVINGS

Following C.H. Robinson's successful deployment of Vbrick for ServiceNow, the company has decided to retire the separate video platforms used across departments and consolidate to a single solution with Vbrick for all video-on-demand needs, both inside and outside ServiceNow. This consolidation will reduce the resources required to maintain multiple systems and deliver an estimated nine percent annual cost savings compared to their previous tools.

## LEARN MORE

Video hosted in Vbrick can be seamlessly embedded in virtually any ServiceNow page or portal, enhancing knowledge sharing, improving processes, accelerating growth, and delivering a unified experience. To learn more about Vbrick's integration with ServiceNow, [watch this video](#) or visit [Vbrick.com/ServiceNow](http://Vbrick.com/ServiceNow).



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INFORMATION**

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