

CASE STUDY

Lennar Fuels Smarter Support and Better Engagement with Vbrick + ServiceNow



OVERVIEW

Lennar Corporation, founded in 1954, is one of the nation's leading builders of quality homes for all generations. Lennar builds affordable, move-up, and active adult homes primarily under the Lennar brand name. Lennar's Financial Services segment provides mortgage financing, title and closing services primarily for buyers of Lennar's homes and, through LMF Commercial, originates mortgage loans secured primarily by commercial real estate properties throughout the United States. Lennar's Multifamily segment is a nationwide developer of high-quality multifamily rental properties. LENX drives Lennar's technology, innovation and strategic investments.

THE CHALLENGE

In early 2025, Lennar began working with ServiceNow to consolidate the various platforms and channels its associates used to access information and make HR and technology requests. Through this process the Lennar team identified the need for a new intranet that could serve as a single source where associates could access HR and IT resources along with news and important company communications.

Their previous intranet, built on SharePoint, had grown increasingly difficult to navigate as content expanded over time. Information was often buried, making it challenging for associates to quickly find what they needed. Video content was hosted on a separate SharePoint site, resulting in a large library that was underutilized and not fully integrated into the broader intranet experience. The playback experience also presented challenges with limited bandwidth optimization across devices, inconsistent mobile performance, and occasional audio sync issues. With minimal organic traffic, the team relied on sending emails multiple times a week to drive engagement.

To modernize its digital workplace, Lennar began migrating its intranet to ServiceNow Employee Center Pro (EC Pro). As part of this shift, the company knew it needed to prioritize video as a key channel for delivering accessible, high-impact content to its more than 12,000 associates – of which nearly 50 percent are deskless. Lennar had been producing internal videos for decades as its CEO's preferred storytelling format. The goal for the new portal was to create a clean, consistent video experience on any device, that improved discoverability, drove adoption, and unlocked greater value from Lennar's existing video library.



THE SOLUTION

Lennar turned to GlideFast Consulting to design and implement EC Pro and Vbrick to deliver seamless video into the portal. With Vbrick's native ServiceNow integration, video content can be securely embedded in any ServiceNow page, portal, or workflow, including EC Pro. As the only cloud-based enterprise video platform with a certified integration to ServiceNow, Vbrick provides Lennar with simple, secure user authentication, including configurable roles for viewing permissions that ensure the right video content is available to the right users on any device.

When you connect Vbrick with ServiceNow, video becomes more than just content, it becomes a tool to drive employee engagement, increase self-service deflection, and reduce time to resolution across workflows. Vbrick also brings conversational intelligence and analysis by transforming video into structured searchable data that can be used by AI to deliver better answers faster.

Lennar launched its new EC Pro portal, called "Home@Lennar," with an internal communications campaign that centered around video.

THE RESULTS

The Home@Lennar EC Pro portal launched in the spring of 2025 with more than 300 Vbrick-hosted videos embedded directly within the experience. The content spans a wide range of topics relevant to both desk-based and field associates, from how to request a leave of absence to when guardrails are required on scaffolding. Easily accessible within the flow of work, the integrated video experience makes important information simple to find and engaging to consume, helping draw associates into the platform and keeping them coming back.

Since launch, engagement has grown steadily from approximately 2,000 to 3,000 users in summer 2025 to nearly 7,000 in early 2026, representing about 60 percent of associates actively engaging with content across the platform. While on the site, associates are not only watching individual videos but also binge-watching full series hosted in Vbrick and embedded in EC Pro.

Analytics within Vbrick's platform, like average viewing times and drop off rates, have provided meaningful insights into content performance, helping guide future video production decisions. In the first 10 months, Lennar has published over 150 stories and videos that have been made to entertain, inform, and inspire associates.



Lennar's content strategy focuses on seven different pillars across topics including business updates, community happenings, health and wellness, and more. Vbrick's robust content management capabilities allow the team to assign video assets to these categories within the platform so associates can discover content just like they would on Netflix or Hulu.

"The feedback from associates has been really compelling – people love the new video experience in Employee Center Pro. They can comment directly on videos to share feedback in real time, and they appreciate how seamless it is to go from a newsletter or email straight to the video content without leaving the platform."

– **Mindy Romero, Director of Internal Communications, Lennar**

Building on the success of its video-enabled EC Pro experience, in early 2026 Lennar launched ServiceNow's Now Assist generative AI experience, which they have branded "Beam." With Lennar's Vbrick video library connected to Beam, the platform can surface relevant videos directly in AI search, generate Genius Results using video as a cited source, enhance Virtual Agent responses with video-backed answers and citations, and provide links.

"We've seen great results with Vbrick and ServiceNow. We've published nearly 800 new HR knowledge articles and refreshed more than 1,300 IT articles, driving a 250 percent week-over-week increase in platform usage and a 90 percent CSAT for HR cases. Within the first week of launching Now Assist, we saw a 99 percent deflection rate, and we love that it can pull information directly from our video content."

– **Mindy Romero, Director of Internal Communications, Lennar**



WHAT'S NEXT

Looking ahead, the Lennar team plans to expand the experience to mobile, an important next step for a company with thousands of deskless associates working in the field across the country. Providing access through a mobile platform will make it easier to reach employees wherever they are and ensure they can quickly find the information and video content they need. The goal is to put everything associates rely on – updates, knowledge articles, and training content – right in their pocket so they can stay informed and connected without needing to be at a desk.



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INFORMATION**

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