



The future student experience

and its importance in adapting to the new normal



Introductions

Natalie Taylor

*Digital transformation &
delivery expert*



Rob Mettler

*Digital Transformation
expert*



Over the next hour

1

Why things need to change (not just C-19)

2

What a 2020/21 experience might look like

3

How to accelerate delivery for the new normal

4

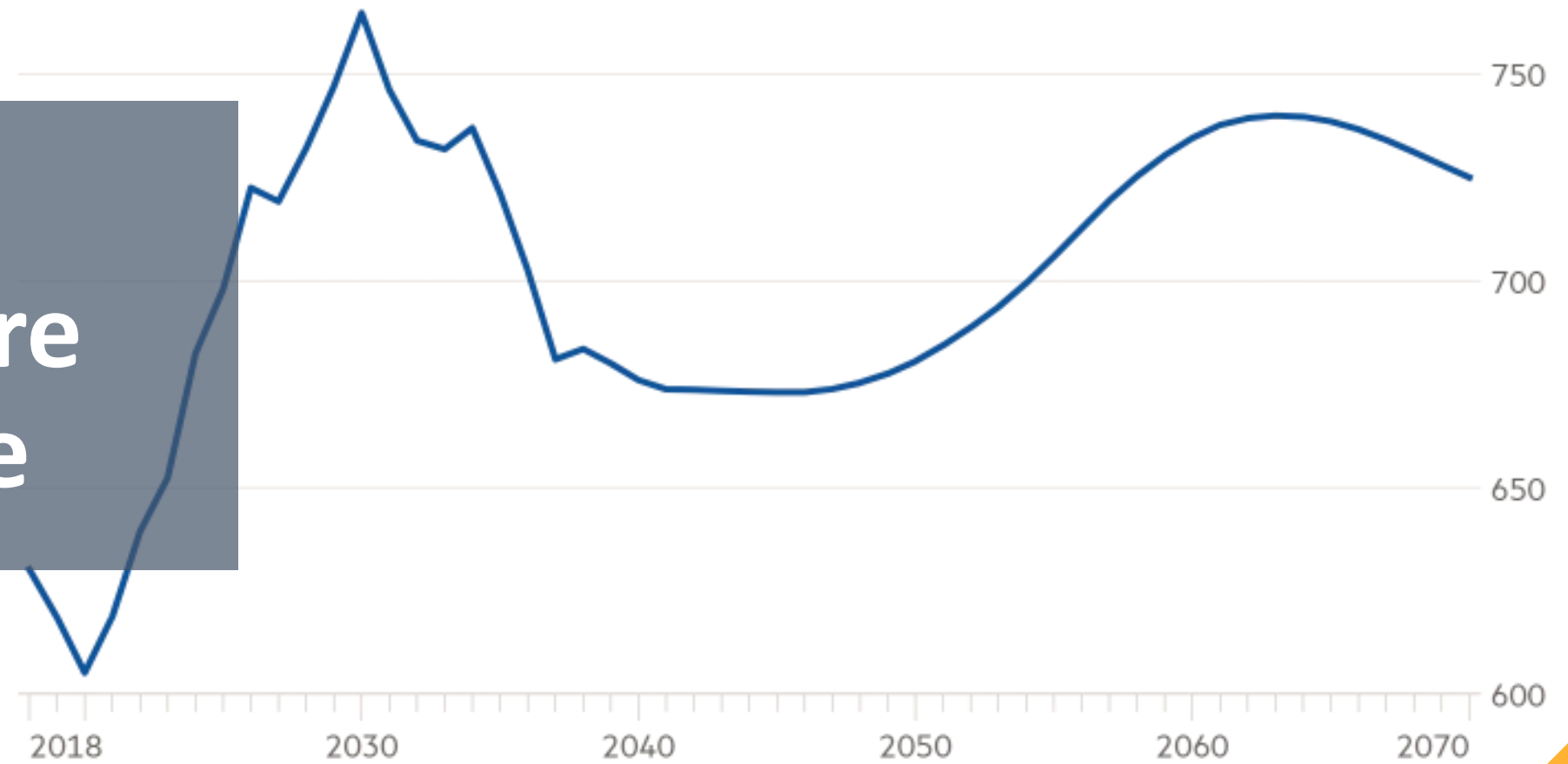
Questions & Answers



Boom in young population could boost demand for higher education

Projected population in England aged 18 ('000s)

If only the reality were this simple



Source: ONS
FT



Experience expectations have **changed**

Customers' Expectations



72% Personalization



77% Customer feedback



96% Expect superior service



68% Proactive CS notification



79% Mobile-responsive



66% Omni-channel



88% Less customer effort



Removed silos in customer service



74% Social media responsiveness



90% Self-service





**We must
prepare for
the new
normal**

Covid-19



A digital-physical world

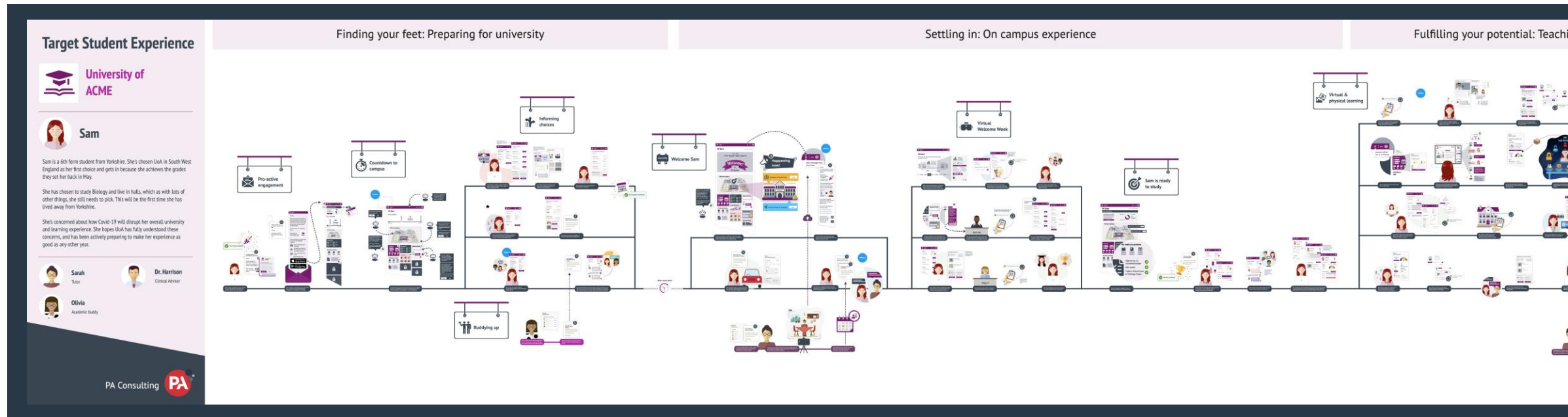


Anxiety and uncertainty



Introducing the

Target Student Experience



Key themes of the “new normal” experience

Omni-channel

Seamless switching between digital and physical

Data enabled

Utilising data to inform, act and automate

Networking and collaboration

Creating communities and a sense of belonging

Content is king

Make it great, make it relevant, make it inspiring

Digital Twin

A virtual version of the university

Personalised

Ensuring relevance to each student and their needs

↓

Individually and collectively articulating what is special about the university, your tone of voice and culture



How to accelerate delivery and succeed



Adopt agile approaches: think big, start small, scale fast



Ensure you consider this as a business initiative, not just IT



Break down traditional structural challenges: collaborate



Exploit existing platforms and free/available licenses



Empower and streamline governance



Don't forget the people, engage your users early and often

What we have covered

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Questions & Answers





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Thank You



Rob.Mettler@paconsulting.com



Natalie.Taylor@paconsulting.com