



The Connected University

Speakers:

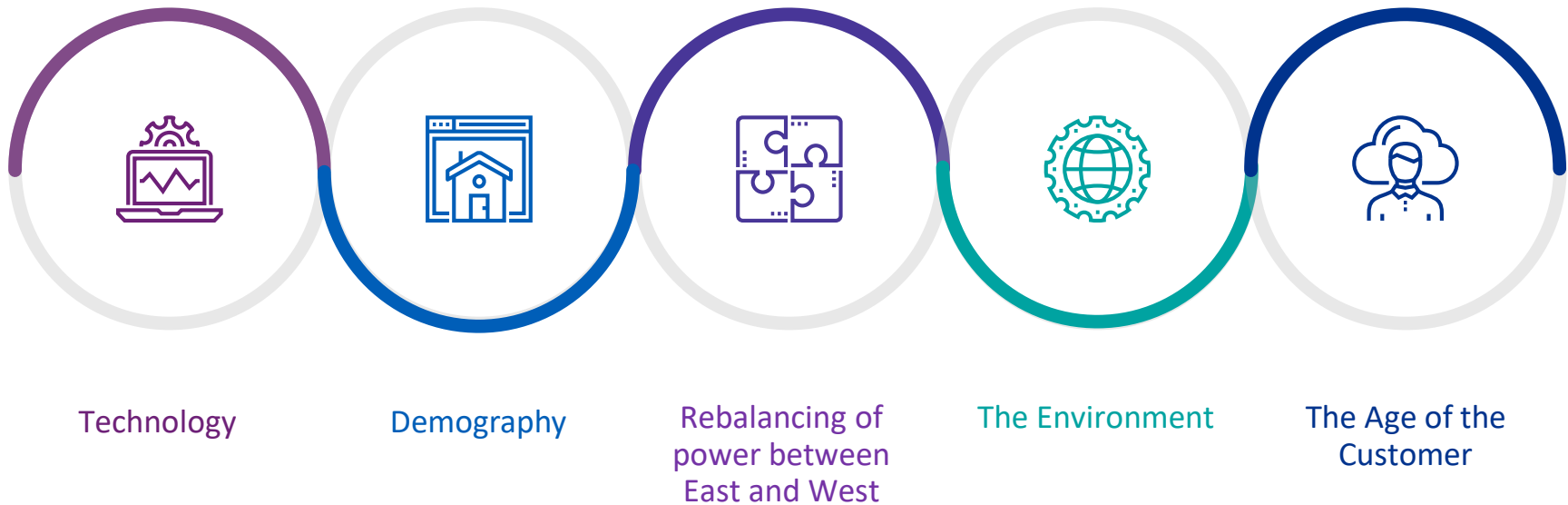
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kpmg.com.au

Disruption is coming

The global drivers of change affecting us all – and intersecting at education



These are not simply triggers of change.
They will have **continuing effect in shaping that change** and what **universities and colleges may look like in the future.**

The Six Pillars of Customer Experience Excellence

In order to meet the growing demands of students and deliver an excellent student experience, KPMG's Customer Experience Excellence Pillars can provide guidance. The pillars are underpinned by global research (KPMG Nunwood, 2019).



Personalisation

Using individualised attention to drive an emotional connection



Integrity

Being trustworthy and engendering trust in data privacy and ethical standards



Expectations

Meeting and exceeding customer expectations including skills, quality of teaching and career prospects



Resolution

Turning a poor experience such as poor course advice, or long waiting times into a great one



Time and Effort

Minimising customer effort and creating frictionless administrative processes



Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport

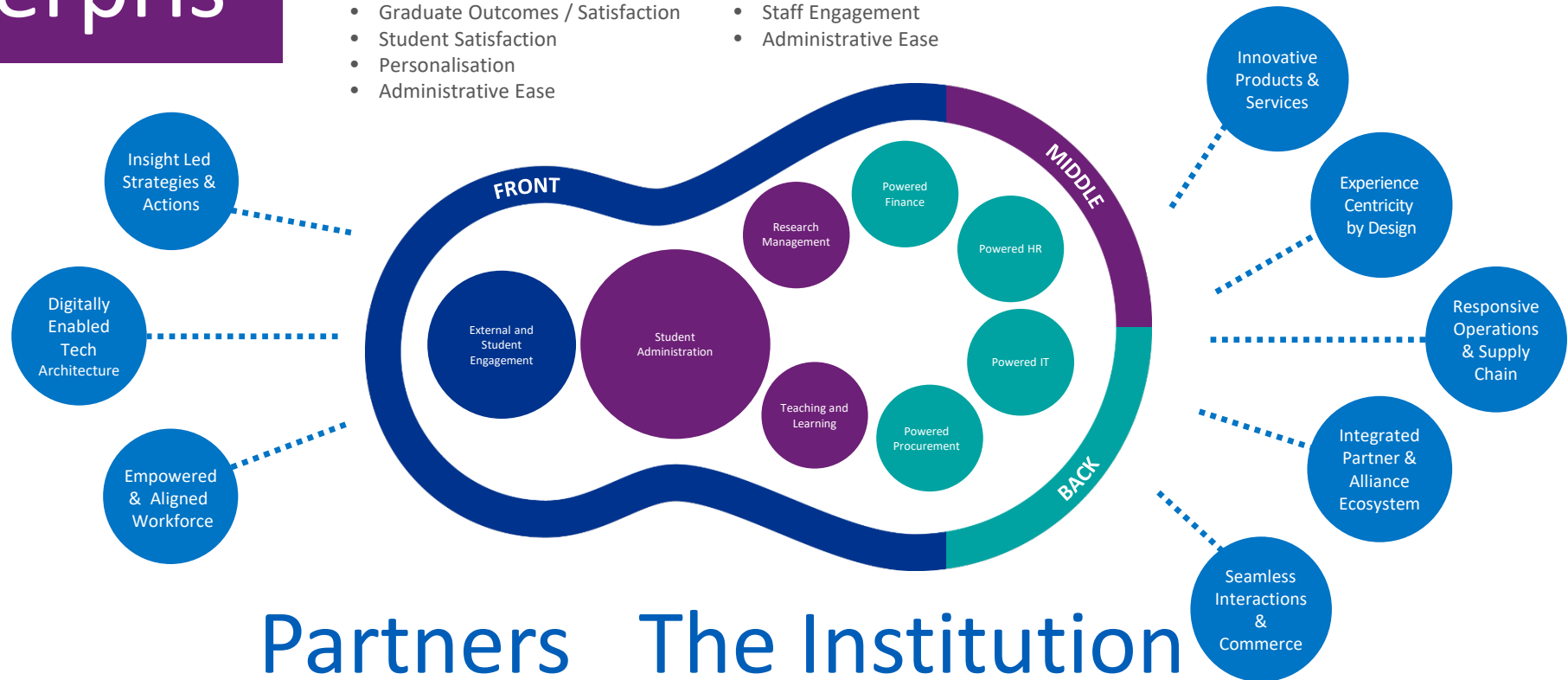
Source: KPMG Nunwood, "Power to the People: Customer Experience Excellence Analysis", UK, 2019

Connected Enterprise

Student Staff

- Improved Learning
- Overall Student Experience
- Job and Life Ready / Growth
- Graduate Outcomes / Satisfaction
- Student Satisfaction
- Personalisation
- Administrative Ease

- Staff Satisfaction
- Professional Development / Growth
- Improved Teaching
- Staff Engagement
- Administrative Ease



Partners The Institution

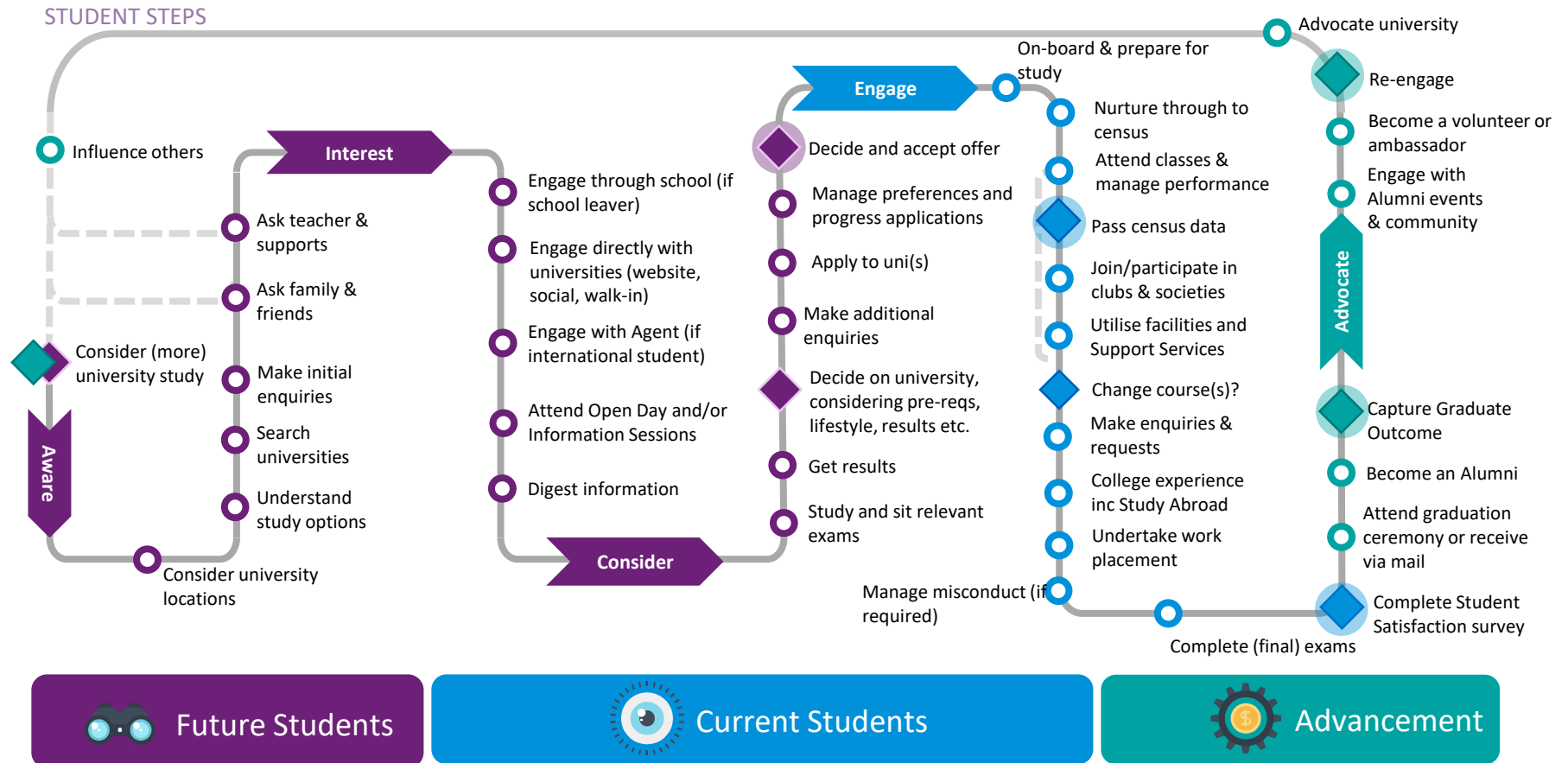
- Partner Satisfaction
- Partner Engagement
- Brand Association
- Employer Satisfaction
- Shared Discoveries
- Access to Talent
- Ease of Doing Business

- Lifelong Customer Relationships
- Long Lasting Employee Relationships
- Agile / Sustainable / Viable
- Scalable / Global
- Speed to Market / Competitive Advantage
- Increased and Diversified Revenue
- Efficiency

Solution Demonstration




Mapping to the Student Journey

Our Higher Education solution is designed to support the entire student's journey – from initial interest and application, through to attendance, graduation and advocacy.



Our Core Functionality

Our Higher Education solution provides a rich set of functionality across three distinct modules (Future, Current and Alumni). These modules provide a base that a University can then build on to meet their specific requirements.

 Future Students	 Current Students	 Alumni
Microsoft Dynamics 365 CE Office 365 Power BI Azure Services		
<ul style="list-style-type: none">Future Students ProfileFuture Students PortalCampaign ManagementEnquiry ManagementApplication ManagementOffer ManagementScholarship Application & AssessmentAgent ManagementFuture Student Insights	<ul style="list-style-type: none">Current Student ProfileCurrent Student PortalCampaign ManagementOn-Boarding (Student Success)Orientation & Event ManagementEnquiry ManagementCase ManagementScholarship ManagementClubs & Memberships ManagementCurrent Student InsightsStudent Engagement, Sentiment & Advocacy MonitoringOrganisational Management	<ul style="list-style-type: none">Alumni ProfileAlumni PortalCampaign ManagementEnquiry ManagementDonor ManagementClubs & Memberships MgmtScholarship Creation & MaintenanceVolunteer ManagementAlumni Insights

Questions



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