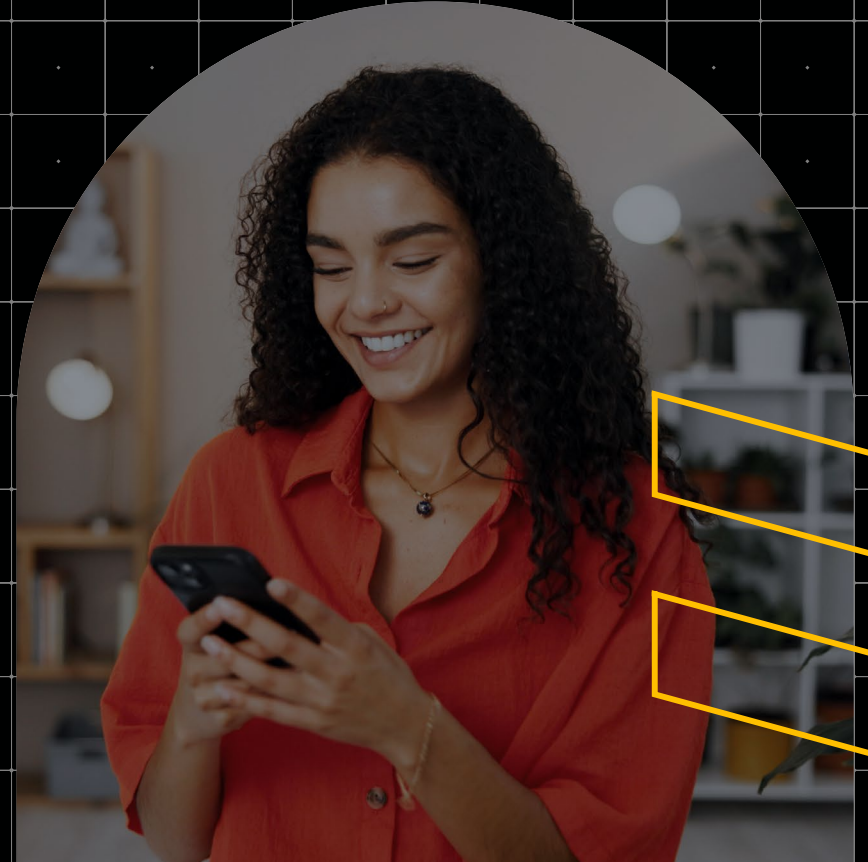# Closing the campus gap

How unified support delivers seamless experiences for students and staff

# Connecting every interaction to deliver a smarter campus experience

Across higher education, the way students and staff access support has changed and expectations have risen sharply. People now expect help to be fast, personal, and available in the moment, whether they're enrolling in courses, resolving a technical issue, or navigating campus services.

The reality on many campuses is different. Support is often fragmented, with each department running its own processes, tools, and service channels. Requests move slowly, information is hard to find, and both students and staff spend too much time chasing updates instead of focusing on their goals.

This eBook outlines a better way to deliver that support. One that connects people, systems, and processes into a single experience. This makes service more consistent, more efficient, and easier to access from anywhere.

We'll explore the challenges holding universities back today, the vision for a connected and scalable support model, the building blocks that make it possible, and the practical steps to bring it to life.

## This eBook is designed for higher education leaders and teams who want to:

- Improve the experience and satisfaction of both students and staff

- Remove manual workarounds so teams can focus on higher-value tasks

- Get more return from their existing technology investments

- Build a service model that can adapt and grow with the university's needs

- Follow a clear roadmap to an ideal, connected future, backed by proven higher-education results

# Understanding the service experience gap in higher education

In many universities, the service experience for students and staff is harder than it needs to be. A simple request like resetting a password, updating enrolment details, or getting IT help often means navigating multiple systems. Students end up repeating the same information and waiting days for updates.

For staff, delivering that support can be just as frustrating. Systems don't talk to each other, so people end up acting as the "glue" between processes, copying details from one platform to another and chasing information across departments. It's invisible work, but it's real, and it takes time away from higher-value priorities.

For international students, the challenges are even greater. They bring in a significant share of university revenue, yet their journeys, starting from enrolment and visa processes to fee payments and housing, are often the most complex. When services are fragmented, they face more delays, more confusion, and more frustration at exactly the point where expectations should be highest.

# When support is fragmented, everyone feels it

Shrinking resources make the gap even harder to close. Every manual process and disconnected system carries a cost that universities can no longer afford. The impact goes beyond frustration. Fragmented services reduce productivity, increase compliance risks, and can make students question the value they are getting from their university.
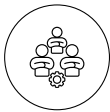
### Students
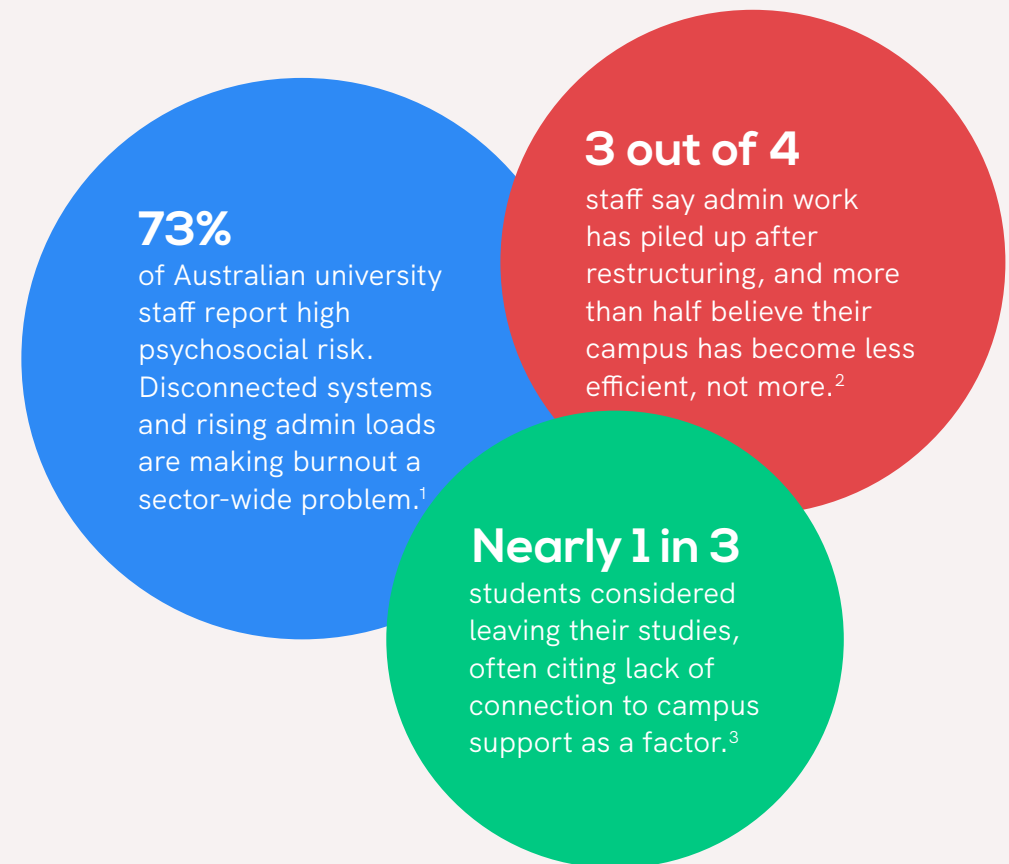Experience delays, get passed between teams, and often have no visibility into progress

### Staff
Spend more time on admin than on helping people

### Leaders
Lack the data they need to improve services or make confident decisions

**73%**
of Australian university staff report high psychosocial risk. Disconnected systems and rising admin loads are making burnout a sector-wide problem.[1]

**3 out of 4**
staff say admin work has piled up after restructuring, and more than half believe their campus has become less efficient, not more.[2]

**Nearly 1 in 3**
students considered leaving their studies, often citing lack of connection to campus support as a factor.[3]

Sources:
[1] University of South Australia. (2024). Uni sector scores poor report card when it comes to workplace health.
[2] Woelert, P., Chesters, J., Martinussen, M., & Gannaway, J. (2025). Administrative burden in Australian universities: Insights into dimensions and drivers from a nationwide survey. Science and Public Policy.
[3] QILT (Quality Indicators for Learning and Teaching). (2023). 2023 Student Experience Survey National Report.

# A vision for connected and scalable support

Imagine a campus where every student request, from course advice to IT help, goes straight to the right person the first time. Where staff can see the full picture without switching between systems. Where leaders can make confident decisions using real-time data instead of incomplete reports.

In this way of delivering support, service is connected end to end. Students and staff have a single place to get help, with clear updates at every step. Teams work from the same set of information, so there's no chasing, double-handling, or guesswork.

Automation takes care of repetitive tasks, freeing people to focus on higher-value work. This means more time for conversations, problem-solving, and decision-making that make a real difference.

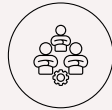# When systems, processes, and people are unified

### Students
Get fast, personalised support without having to repeat themselves

### Staff
Spend more time helping people and less on manual admin

### Leaders
Have visibility across the entire service journey, with the data they need to improve, forecast & adapt

It's an experience that scales across campuses and functions. As needs change, new services can be added without rebuilding from scratch. The result is an experience that feels seamless on the outside and is efficient, data-driven, and resilient on the inside.

**This is the new standard for a modern higher-education service experience, and it's achievable.**
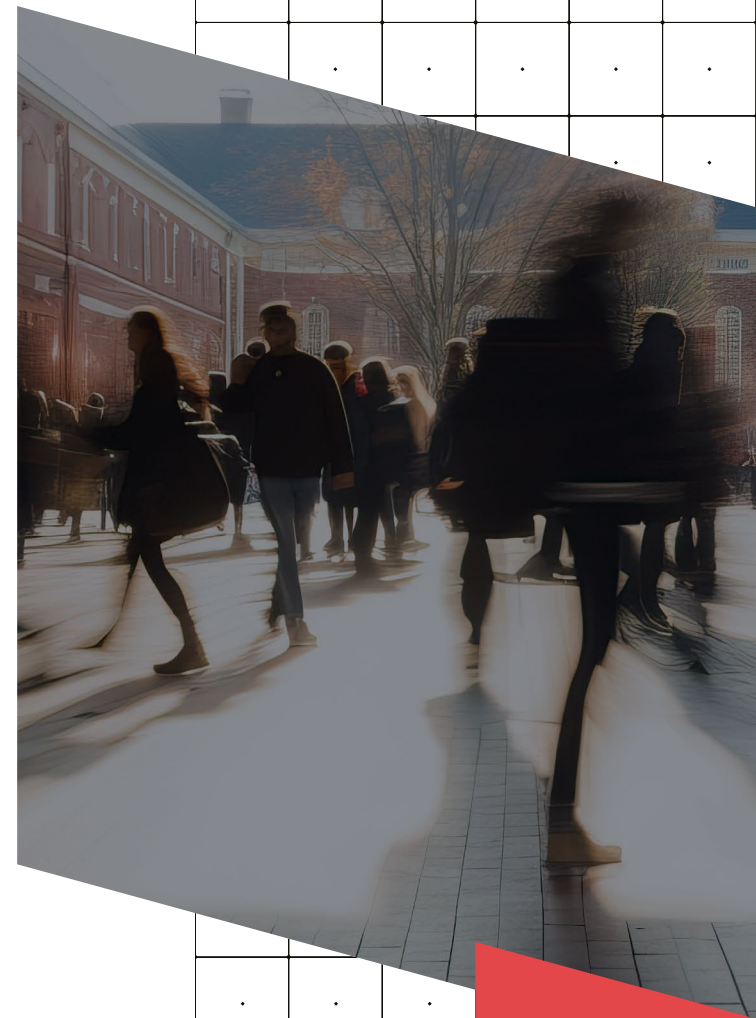
# The concept for a connected support experience

The vision of a campus where support feels effortless doesn't happen by accident. It's built on a few essential building blocks.

They're simple in concept but powerful in practice, working together to create a faster, more personal, and more consistent way of delivering support.

## One clear starting point for any request

Students and staff know exactly where to go, whether it's course advice, IT help, or a facilities issue. No guessing, no hunting for the right form. A student changing their enrolment details can use the same place they'd request tech support.

## Connected systems and shared context

When a request moves between teams, the details move with it. No "human middleware" copying information between platforms. Students don't have to repeat themselves, and staff have the full story from the start.

## Smart routing and automation

Requests land with the right person the first time, and routine steps happen automatically. That library fine dispute? It goes straight to the finance team instead of bouncing between inboxes.

## A shared view of progress

From first request to final resolution, every step is visible to the people who need to see it. This keeps work moving, prevents bottlenecks, and makes performance easier to track.

## The flexibility to grow and adapt

New services can be added quickly, and processes refined without breaking what's already working. Support evolves alongside the needs of students and staff.

**These are the foundations for a connected experience that feels simple on the outside, even when the work behind the scenes is complex.**

# Unified Experience makes it possible

The building blocks work best when they work together. That means one place to manage requests. One set of data. One flow from start to finish. It's not easy to do when services are split across systems, teams, and processes.

Unified Experience brings them together. It's a single, intelligent workspace where front-line requests, back-office tasks, and the processes behind them all connect. Every request is routed to the right person in the right order. Everyone sees the same live view of progress. No chasing updates. No re-entering details into multiple systems.

With built-in AI, staff can find answers faster, route requests automatically, and plan resources based on real patterns of demand. This reduces handle times, improves accuracy, and frees them from constant system-switching.

## For universities, this means:

One connected space for all support, whether it starts with a live chat, a phone call, or a self-service search

Real-time orchestration, so every request reaches the right person or team the first time

AI assistance to help staff resolve issues faster and with greater accuracy

Full visibility for leaders, showing what's working, where bottlenecks are, and where to improve

The change is clear. Students get answers faster and feel supported. Staff spend less time on repetitive admin and more on meaningful work. Leaders make confident decisions backed by reliable data.

**Unified Experience takes the systems, people, and processes you already have and makes them work as one.**

# How unified experience works

Unified Experience connects two essential layers. One for engagement and one for execution. Together, they form a single service environment that removes friction, reduces delays, and makes it easier for students and staff to get the help they need.

## The Engagement Layer

This is where all requests enter the system, whether through live chat, phone, email, web forms, or self-service search.

- Omnichannel intake means students and staff can use their preferred channel without creating multiple tickets

- Every conversation is captured with full history and context

- A built-in knowledge base suggests answers in real time, reducing the need for manual lookups



Image source: Genesys, https://www.genesys.com/en-sg/capabilities/servicenow-integration
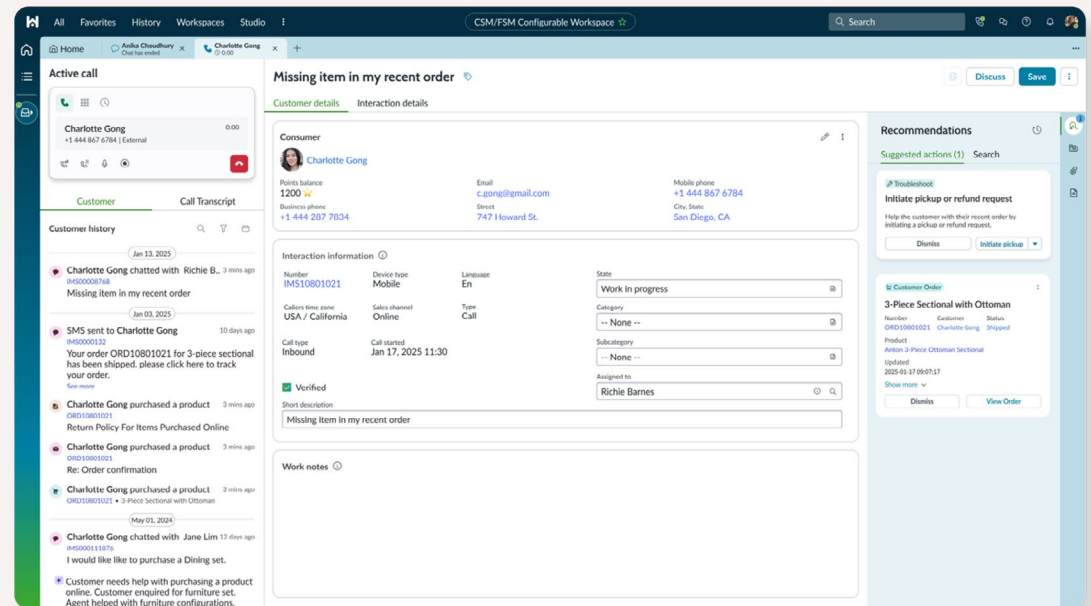
Switching between systems takes time. This unified workspace lets staff manage calls, cases, notes, and next steps all in one place.

## The Execution Layer

This is where the work happens behind the scenes.

- Workflow orchestration ensures that each request is automatically routed to the right department or individual based on urgency, workload, and skill

- Pre-built connectors integrate with student information systems, HR, finance, and IT tools, so data moves automatically between systems

- Task status, notes, and attachments are synced in real time, so no one needs to re-enter details

## AI and Automation at the core

- Rules-based routing combined with AI recommendations prioritises work, flags urgent cases, and predicts resource needs

- Repetitive actions like triage, follow-ups, and escalations happen automatically

- Forecasting tools help plan resources for peak periods like enrolment or semester start
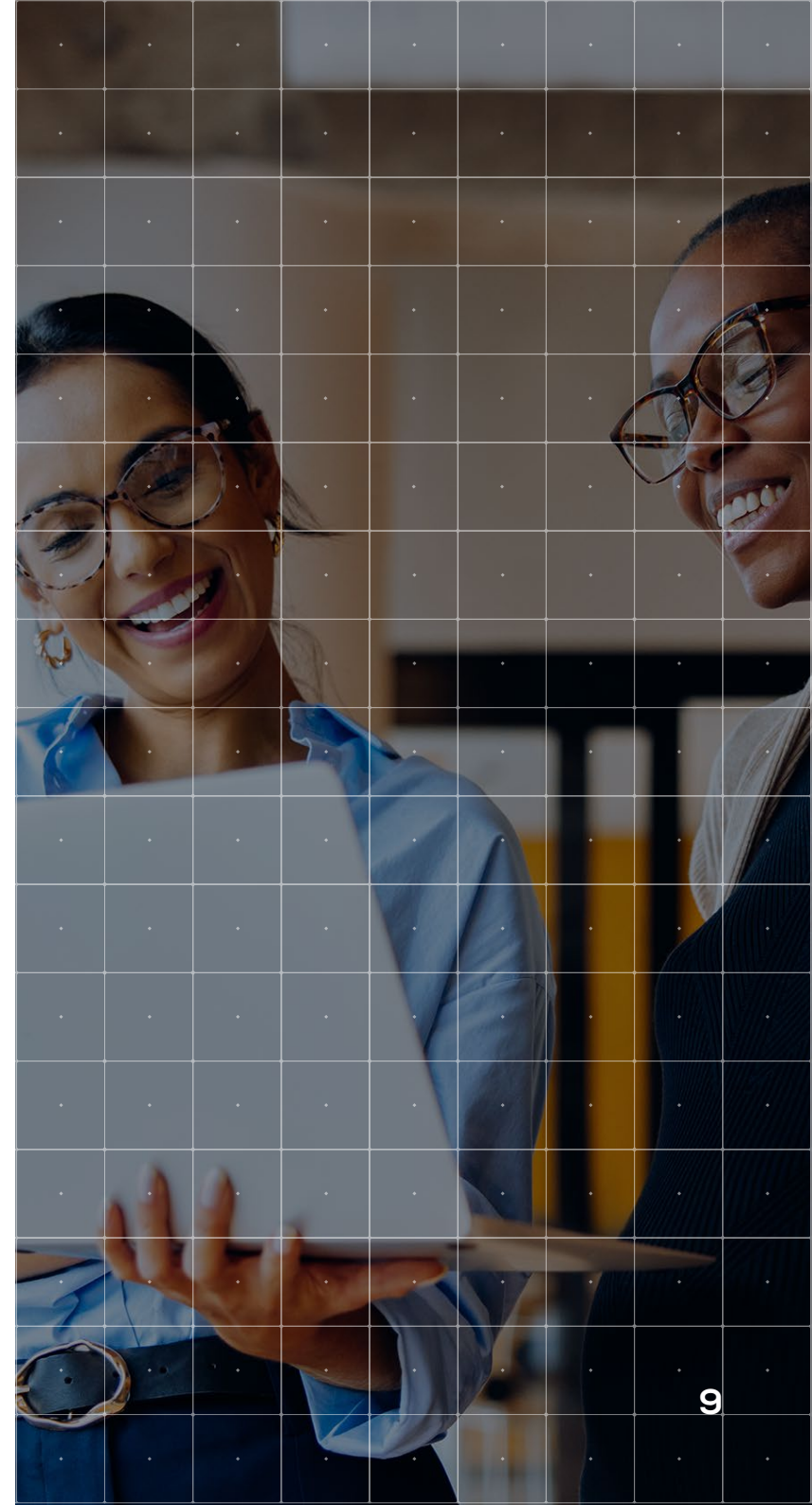
## Analytics and Insights

- Every interaction, case, and task feeds into a central reporting layer

- Live dashboards display KPIs like response time, resolution rates, and workload distribution

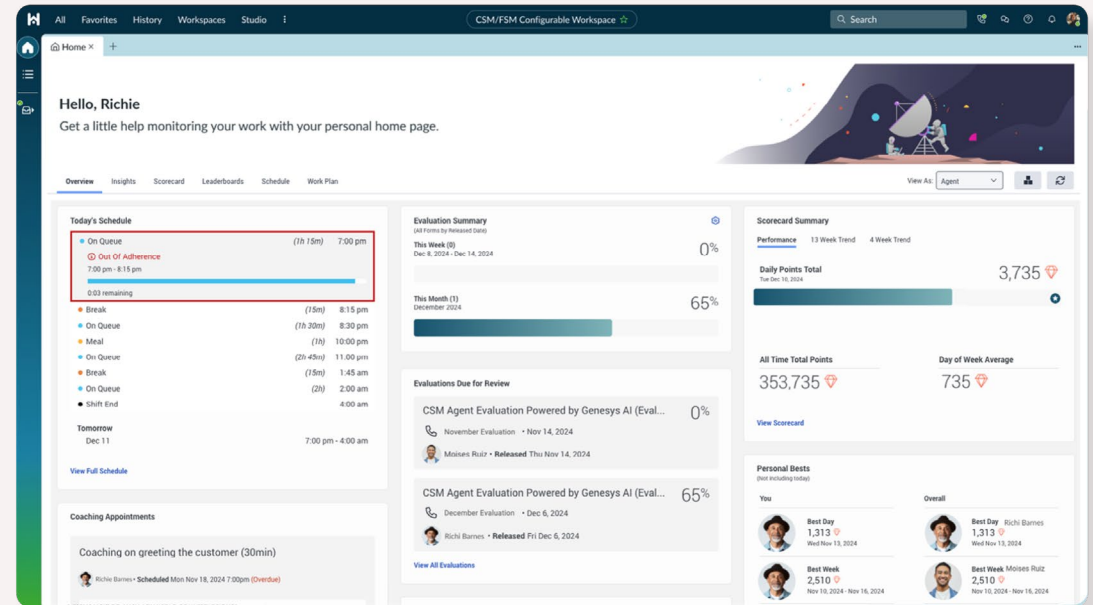- Historical data supports long-term planning and continuous improvement



Image source: Genesys, https://www.genesys.com/en-sg/capabilities/servicenow-integration

Staffing, forecasting, and resource planning tools help universities prepare for peak times and keep service levels consistent.

## Putting it Together

When these components operate as one environment, a request can move from first contact through multiple departments without losing information. Whether it's an enrolment change, a technical support issue, or a financial query, every step is tracked, every stakeholder sees the same information, and resolution happens faster with less manual effort.
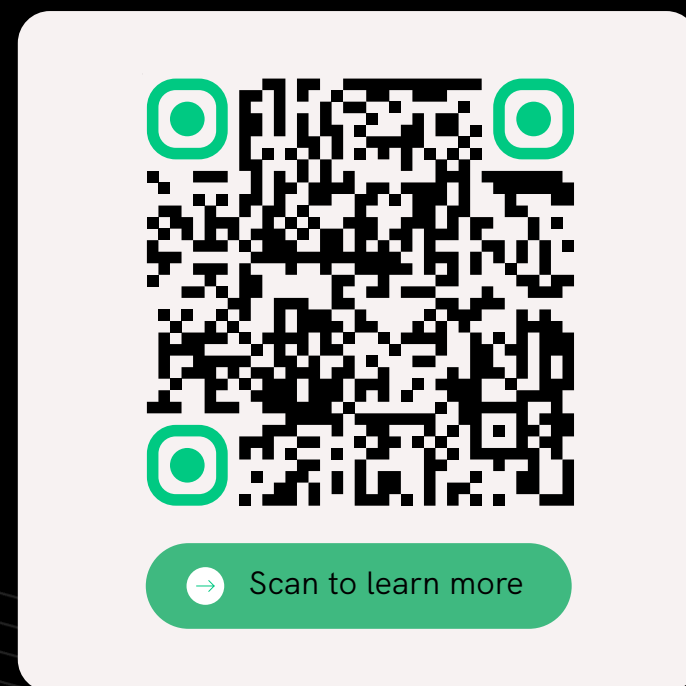
# NEXON

# Your next step to a connected experience

The challenges in higher education are complex, but the path forward is clear. A connected support environment removes friction, shortens resolution times, and gives every student and staff member the help they need without delay. Unified Experience makes it possible. It brings together the engagement and execution layers, connects systems and teams, and uses AI and automation to keep work moving. The result is support that feels simple on the outside, even when it's complex behind the scenes.

The next step is understanding what this could look like on your campus. We can walk you through how the building blocks apply to your environment, what gaps can be closed quickly, and how to scale a connected approach over time.

**Book a tailored demonstration to see Unified Experience in action with scenarios, data, and workflows based on your university's priorities.**

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