



# The experience gap is a productivity gap

When services across the student lifecycle fail to connect, early disengagement rises and institutional performance suffers.

## Where student experience turns into institutional cost

You see it before it shows up in the data.

The unanswered enquiry. The repeated form. The student sent from faculty to administration – and back again.

That disconnect shows up quickly, and it shows up in three ways:



### 1. Productivity erodes<sup>1</sup>

Experience gaps translate directly into productivity loss<sup>1</sup> – as staff spend time navigating disconnected systems instead of supporting students.



### 2. Students disengage<sup>2</sup>

One poor experience can drive away 32% of customers<sup>2</sup> – and in higher education, early frustration can quickly turn into withdrawal or attrition.



### 3. Capability falls behind<sup>3</sup>

While 41% of Australian SMEs have adopted AI, 21% are still unsure how to use it<sup>3</sup> – a gap that makes scaling student support and early intervention harder.

**This is how early risk begins to build.**

## Three signs the student journey is fragmenting



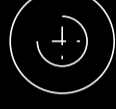
### Lost context

As students move between admissions, faculties, IT and student services, information is re-entered, responsibility shifts and critical context is lost.



### Human workarounds

Staff bridge gaps between systems so students can be supported – absorbing coordination work platforms were never designed to manage.



### Delayed insight

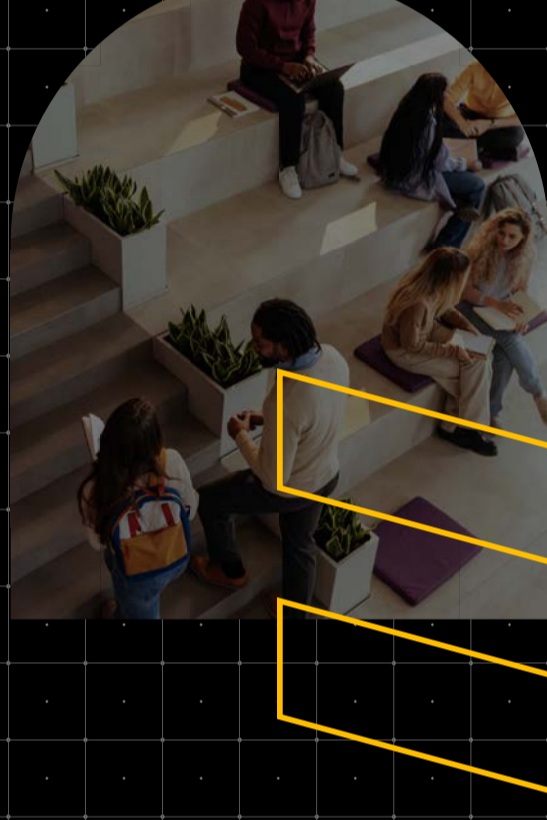
By the time disengagement appears in reports, the window for meaningful intervention has narrowed.

*When platforms fragment, people hold the experience together.*

## Fragmentation disrupts the student journey

Admissions, faculties, IT and student services are often optimised independently – even though students experience them as one continuous journey. When those environments do not connect, coordination shifts to staff, students repeat their story and trust in the institution erodes.

Over time, that fragmentation reduces productivity, increases workload and makes retention harder to protect – particularly in the first three months, when confidence is most fragile.

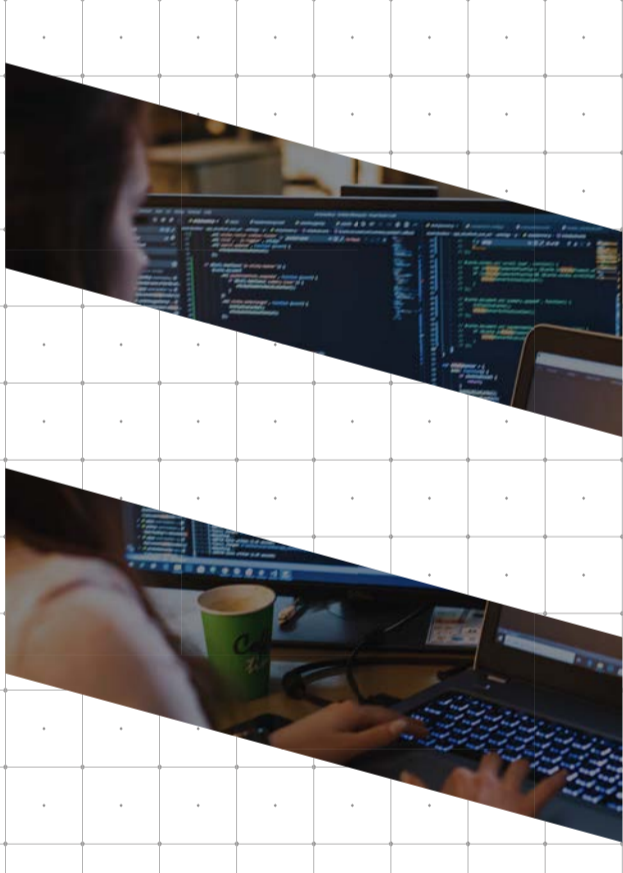


## From fragmented service to unified flow

If fragmentation delays support, connected service brings it forward.

The shift is from siloed platforms and manual coordination to shared context across the student lifecycle – enabling earlier risk signals, faster resolution and proactive outreach before disengagement escalates.

Instead of reacting to withdrawal data, institutions gain the ability to intervene when momentum first falters.



*Students experience one journey. Universities manage many systems.*

## Why delay now carries greater risk

Students expect clarity and speed from day one. Tolerance for confusion or delay is low.

At the same time, universities face sustained cost pressure, workforce constraints and increasing scrutiny around retention and outcomes. The margin to absorb inefficiency is narrowing.

The longer fragmentation persists, the heavier the administrative burden becomes, the harder early intervention is to execute and the more funding risk accumulates through preventable attrition.

Embedding visibility and coordination into daily service is no longer a digital aspiration – it is central to institutional resilience.

## Where service flow changes outcomes

Early experiences in the first three months matter most. When students struggle to access support, confidence erodes quickly and recovery becomes harder.

Connected service flow preserves context across enrolment, learning and support – enabling earlier identification of at-risk students, better use of staff time and scalable intervention without increasing headcount.

The result is improved productivity, stronger retention and more sustainable institutional performance.

*When every student interaction is visible, support becomes proactive.*

## Closing the experience gap

Nexon brings continuity to the student journey – connecting admissions, faculties and learning environments into a unified service flow. By reducing fragmentation and strengthening visibility, Nexon helps universities intervene earlier, protect retention, improve staff capacity and unlock greater value from the systems they already use.



**Understand how unified service flow improves retention and student outcomes in Higher Education.**

[Learn more](#) about the The Total Experience Advantage

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**References:**

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3. Australian Government Dept of Industries, Science and Resources, National AI Adoption Tracker – <https://www.industry.gov.au/publications/ai-adoption-tracker>