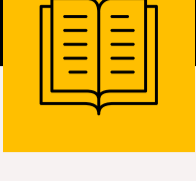


Turning Fragmented Student Experiences into Connected Outcomes



Higher Education Operating Reality

UNIVERSITIES OPERATE ACROSS:

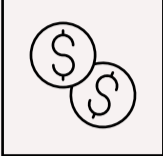
Decentralised faculties and schools limiting coordination across teaching, research, and student services

Siloed systems across admissions, LMS, and support services reducing end-to-end visibility of the student lifecycle

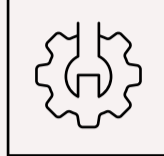
Multiple layers of administration and governance slowing decision-making and execution



Outcome: Limited ability to convert digital investment into improved student and operational outcomes



60% of Australian universities are increasing technology investments to improve experiences



But only **35%** are seeing reduced service volumes

Challenges: Why Outcomes Fall Short

1. Competing Priorities Under Cost Pressure

Faculty and staff enablement, student experience, and cost efficiency must be delivered in parallel.

53%



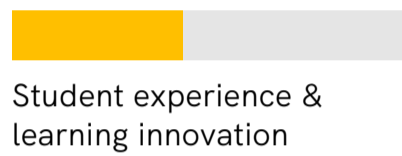
Faculty & staff experience & enablement

47%



Cost efficiency & resource optimisation

43%



Student experience & learning innovation



Tension: Improving experience while controlling costs

2. Fragmented Platforms, Workflows & Data

CX and student service platforms operate in silos across admissions, academics, and support

Student data is spread across LMS, CRM, service systems, and feedback tools

Manual coordination ("human middleware") bridges disconnected processes

57%



aim to map student journeys across all touchpoints

Yet only **27%**



have a single, unified source of student data



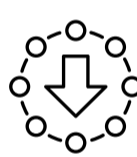
Result: Inconsistent experiences, duplicated effort, and limited visibility for decision-making

3. Operational Inefficiencies from Disconnected Execution

Misaligned workflows drive manual handoffs, repeated work, and inconsistent service delivery across teams.

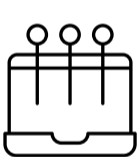


70% of interactions are now digital, increasing execution pressure across channels



47% struggle to keep information updated to ensure consistent experiences

Other Challenges:



19% Integrating physical & digital experiences



15% Leveraging data for decisions & personalisation



Result: Slower response times, higher workloads, and inconsistent student and staff experiences

4. AI Adoption Constrained by Experience Gaps

Key barriers to scaling AI:

75% Privacy, security & responsible AI concerns

70% Fragmented experiences limiting adoption

70% Difficulty ensuring seamless escalation between AI & human workflows

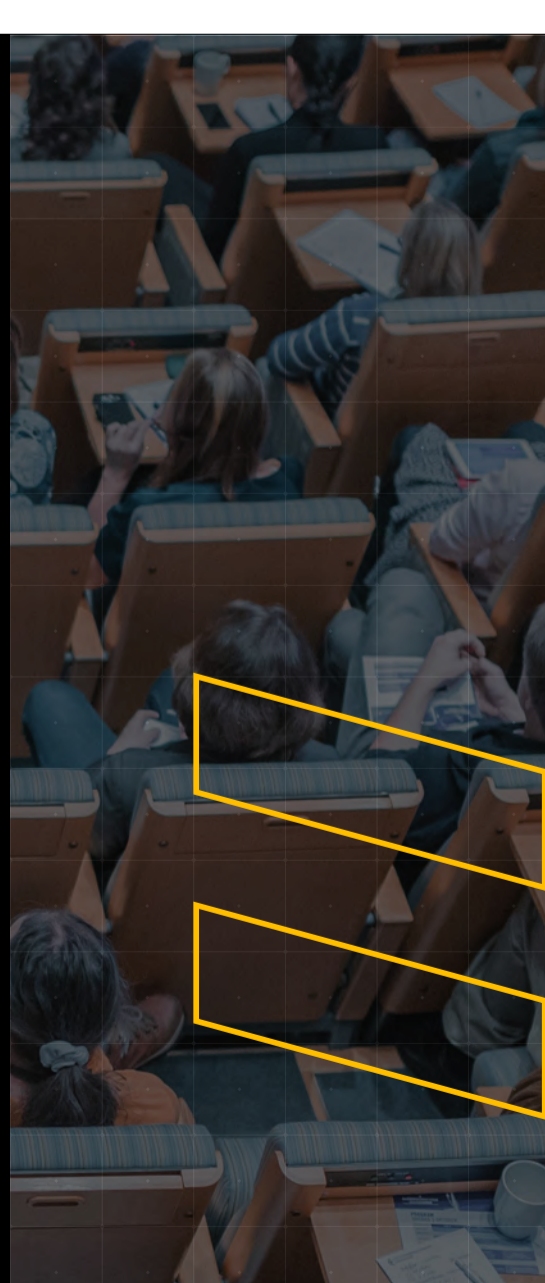


Result: AI remains isolated and fails to scale across the institution

N=31 Australian Higher Education Institutions, Source: Ecosystem, 2026

Building Connected Student Experiences

- Orchestrate End-to-End Student Journeys**
Design admissions, learning, and support as a single connected flow; remove fragmentation across stages of the student lifecycle
- Rationalise & Align Platforms**
Move from disparate systems to a coherent ecosystem where student and service platforms are interoperable to reduce duplication across functions
- Turn Data into a Real-Time Institutional View**
Integrate academic, interaction, and service data into a single view of the student lifecycle to enable visibility, tracking, and decision support
- Embed Intelligence into Daily Operations**
Use AI within core processes to triage queries, identify at-risk students, and automate routine administrative work, shifting from reactive to proactive delivery
- Strengthen Governance for Scale & Trust**
Ensure AI and digital initiatives are secure, compliant, and measurable, enabling controlled scale across the institution



Student experiences increasingly break at handoff points across enrolment, learning, and support, even in digitally mature universities.

Without connected execution across the student lifecycle, digital investment struggles to deliver meaningful outcomes at scale.

➔ Discover how universities turn fragmented experiences into outcomes

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