

# Digital Transformation at Federation University

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Learner Experience Portfolio

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Federation University Australia acknowledges the Traditional Custodians of the lands and waters where our campuses, centres and field stations are located and we pay our respects to Elders past and present. We extend this respect to all Aboriginal and Torres Strait Islander and First Nations Peoples.

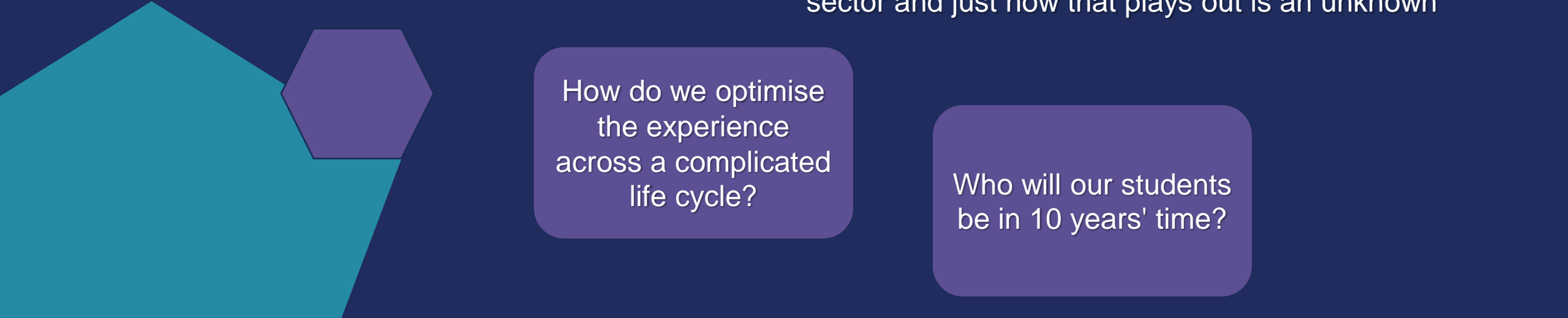
The Aboriginal Traditional Custodians of the lands and waters where our campuses, centres and field stations are located include:

Wimmera	Wotjobaluk, Jaadwa, Jadawadjali, Wergaia, Jupagulk
Ballarat	Wadawurrung
Berwick	Boon Wurrung and Wurundjeri
Gippsland	Gunai Kurnai
Nanya Station	Mutthi Mutthi and Barkindji
Brisbane	Turrbal and Jagera

# The situation and context

# Meeting the expectations of digitally savvy students

- ❑ Data and information technologies have empowered a customer-centric revolution, where data informs everything from product development to process redesign to hyper-personalised experiences – our student's expectations are shaped by Netflix and Uber.
- ❑ Customer centricity pays dividends – organisations that are more customer centric are 60% more profitable and generate 5.7 X more revenue in addition to building stronger loyalty
- ❑ The average teen spends 7 hrs a day on screens excluding school. They are bombarded by 4k – 10k media messages per day which we simply cannot process and therefore ignore most
- ❑ The Higher Education sector is playing catch up but operating in a resource constricted environment with complex legacy systems and fast changing student needs and expectations
- ❑ AI and ChatGPT will play an important role in the sector and just how that plays out is an unknown



How do we optimise the experience across a complicated life cycle?

Who will our students be in 10 years' time?

# Key cultural trends

The changed consumer seeks **certainty, control, and connection**

## Better ways

The pandemic has accelerated technology and created better ways to 'do' life.

We reimagined the way we work, study, live and play.



## Empowered and safe

Uncertain times have us forward planning, opting for low-risk scenarios.

We seek peace of mind and want to future-proof ourselves.



## Seeking joy

Attitudes to wellbeing have shifted. People are setting boundaries when things don't serve them – opting for enjoyment instead.



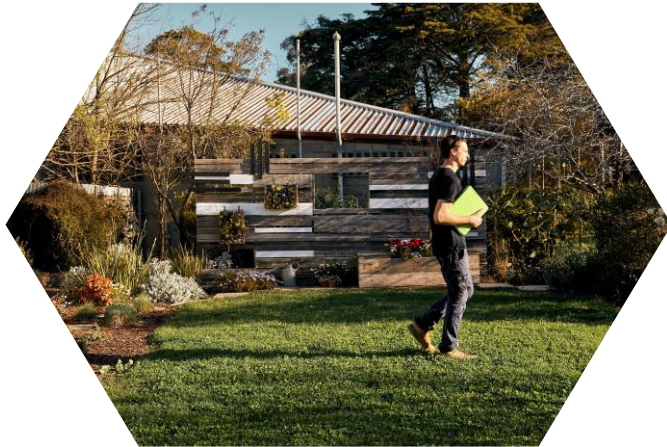


# Key cultural trends

The changed consumer seeks **certainty, control, and connection**

## A sense of purpose

The world around us has forced us to re-evaluate what matters. Students will gravitate to authenticity and to those who stand for something.



## Community conscious

With many feeling helpless against social injustices, they seek ways to make a difference at community level and by supporting local.

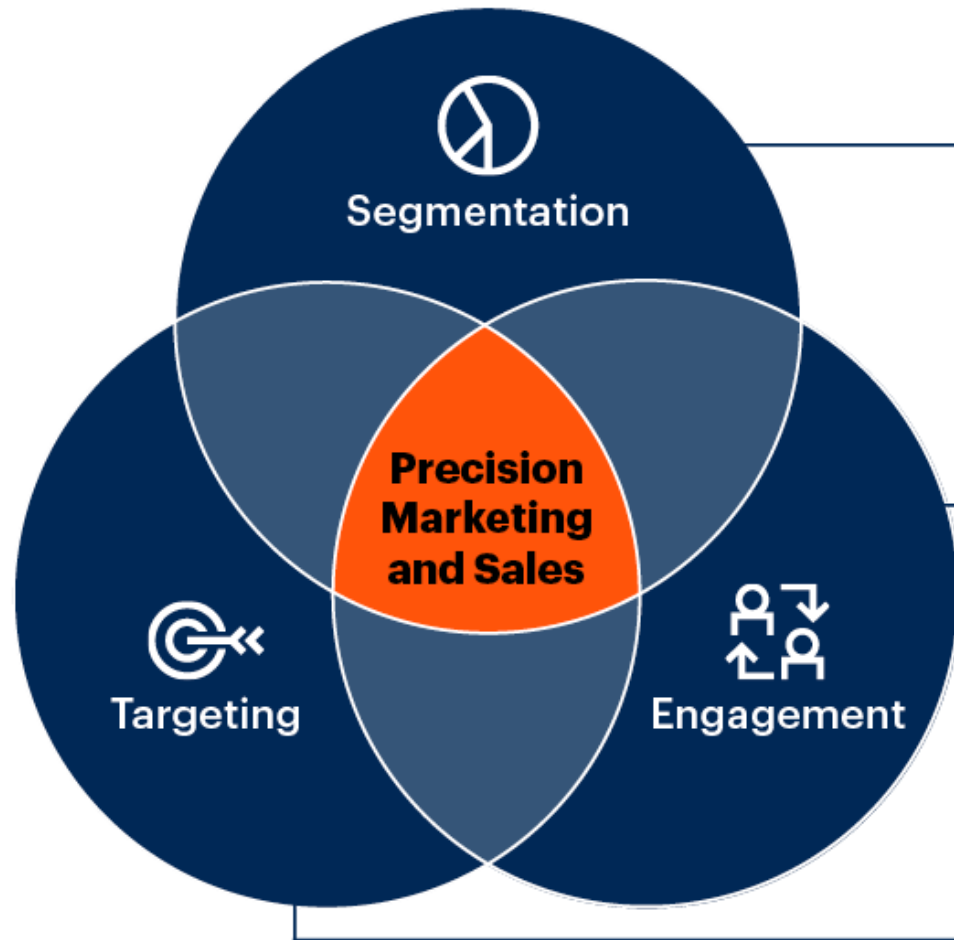


## Experiences matter

Human-centric design, representation of all and access for all is increasingly an expectation that could trump motivation.



# Precision Marketing and Sales



Traditional	Precision Based
<ul style="list-style-type: none"><li>• Similar attributes in terms of their need, desire and fit to buy your product</li></ul>	<ul style="list-style-type: none"><li>• Buyer readiness</li><li>• Product-led versus sales-led buying</li><li>• Product adoption cycles</li></ul>
<ul style="list-style-type: none"><li>• Firmographics</li><li>• Persona/role focus</li></ul>	<ul style="list-style-type: none"><li>• Buyer objectives, situation and urgency triggers</li><li>• Technographic alignment and focus</li><li>• Operating model readiness</li></ul>
<ul style="list-style-type: none"><li>• Broad content</li><li>• Web</li><li>• Phone</li></ul>	<ul style="list-style-type: none"><li>• Personalized, based on preference</li><li>• Immersive experiences</li></ul>

Source: Gartner

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# Federation University's approach to digital transformation



# Our approach



A **north star statement** that identifies a small number of strategic conditions that we will aim for and sets a challenge for moving towards the target state student experience

Underlying **business imperatives** that need to be addressed and improved if the service vision is to be achieved.

The **service principles** define the key territories and opportunities that we want to address. They set the guardrails and guidelines that services can be built around.

A view of what the **future experience** will be for various student cohorts across the **moments that matter** and the core service concepts that make up the experience. The journey creates a common understanding and narratives that can guide actions throughout the transformation.

The components and features that need to be built or reinforced in order to achieve the vision and honour the principles set.

# Our strategic imperatives

1. To blend the digital and physical environment seamlessly to build a long-term relationship with our students that is both personal and convenient for them
2. Create a consolidated and detailed view of both prospective and current students that drives decision making across the university on programs, course and supporting services that meet students' needs
3. Automate and scale personalisation to deliver a more personal but cost-effective experience
4. Create a single front door allowing students to access information and execute tasks with ease
5. Automate experiences wherever possible to ensure staff can focus on more high value interactions with students
6. Seek opportunities to use predictive analytics to help with anticipating student needs and ensure services are provided before the student knows they need them
7. Provide digital solutions to meet student expectations and embrace new technologies to become more effective and efficient and keep up with industry
8. Iteratively deliver value to continually improve and deliver ongoing value to students and Federation University stakeholders

# Our principles



## PERSONALISATION

Demonstrating respect through tailoring interactions based on our knowledge of student needs



## INTEGRITY

Being trustworthy and engendering trust



## EXPECTATIONS

Managing, meeting and exceeding student expectations



## RESOLUTION

Turning a poor experience into a great one



## TIME AND EFFORT

Minimising student effort and creating frictionless processes



## EMPATHY

Demonstrating we understand our student's needs / circumstances



## CONFIDENCE

Helping students to be confident in their decision making and future



Provide me with information that is relevant to my circumstances and course



Show concern for me as a person and give me advice based on what will be best for me



Set my expectations accurately and use language that is friendly for anyone new to University



Surprise me in how well you fix my issue on the first go



Provide the answers I need when I contact you within a reasonable timeframe



Offer the right emotional response that shows you know what I am going through



Provide me with access to supports which will empower me to achieve my career ambitions

# What is the future state for Federation University



## FROM

Multiple platforms & applications

Data is siloed and inconsistent

Limited personalised and batch & blast communications

Administration tasks are manual, burdensome and time consuming

Low student engagement

Career & academic support navigation is manual with little guidance

Staff unable to respond to queries in a timely fashion



## TO

Personalised, single front door

Single profile and 360 degree view

Personalised, proactive and timely communications

Digital self service options

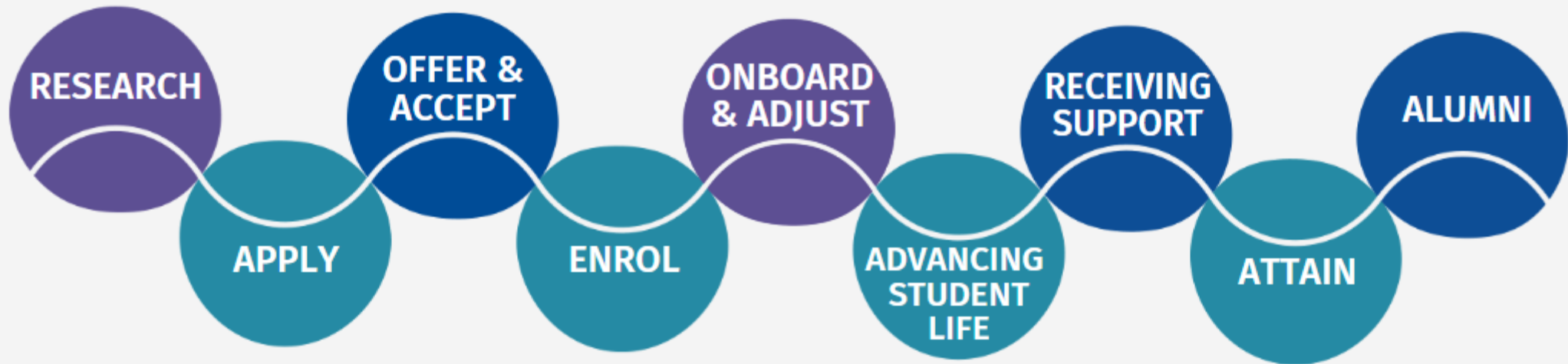
Time and task management tools to keep students on track

Develop career support to support our co-operative learning approach

Empower staff with data and knowledge to enable timely resolution



# It starts with the student journey ....



# Moments that Matter, Signature Experiences and Service Blueprints

## Signature Experiences

A Signature Experience is a visible, distinctive element of the University's overall student experience. In and of itself, it creates value for the University, but it also serves as a powerful and consistent symbol of the organisation's culture and values.

### Guided Student Journeys

Empower students to be the best they can be at Federation University.



### Supporting Student Wellbeing

A whole-of-person approach, providing students with a one-stop-shop for all of their wellbeing needs.



### Empowering Student Careers

Finding, defining and refining the perfect career fit through an equal and mutually beneficial student, Federation University and Industry Partner relationship.



### Federation University Metaverse

Leap into a new world of discovery, exploration and connection.



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The attraction phase of the student journey will evolve to include nine concepts that support a digitalised student experience



Research					Apply		Offer and acceptance		
I research my study options	I put Federation University on my consideration list	I review my eligibility and options	I attend Federation University Events	I decide I want to study at Federation University	I organise my supporting documents including external testing	I submit application	I receive my offer	I respond to my offer	I complete the relevant paperwork



#### Proactive and personalised communications

Prospective students and parents receive targeted marketing across a variety of channels (e.g. social media and email) based on their interests, search history, location and prior interactions with Federation University.



#### Live chat and chatbot

Students can make an enquiry by starting a live chat with an agent or chatbot at any time that is convenient to them.



#### Course finding and matching tools

To find a course that matches their career ambitions, prospective students can use the course finder, comparison, planner and value tools, speak to a career / course advisor, and complete a career ambitions quiz. Prospective students can also engage in webinars or the Fed Universe to learn more about the industries that interest them.



#### Virtual Open Day

Prospective students can attend a virtual open-day to participate in tours and seminars and interact with students and staff online or via the Fed Universe.



#### Eligibility testing and intervening

Prospective students can engage in capability testing, interviews and FedReady courses to become eligible for courses they do not meet the prerequisite criteria of.



#### Personalised intelligent application form

Application forms can be pre-populated with personal data if students are already registered in Federation University's systems, or through third party systems i.e. LinkedIn, My eQuals. Smart application forms can also alert applicants to apply for course transfers and scholarships where applicable and include a task checklist with document upload requirements tailored to each applicant's requirements.



#### Application progress tracker

Once an application is submitted, students can track the status of their application through the portal or can opt to receive notifications via their preferred channels as the application progresses. Progress updates can include conditional offers to further support expectation setting and time efficiency.



#### Personalised single student front door

At the point of offer and acceptance students are first introduced to the single front door which will allow them to find resources and execute tasks for their whole student journey.



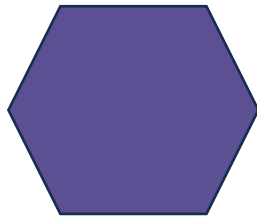
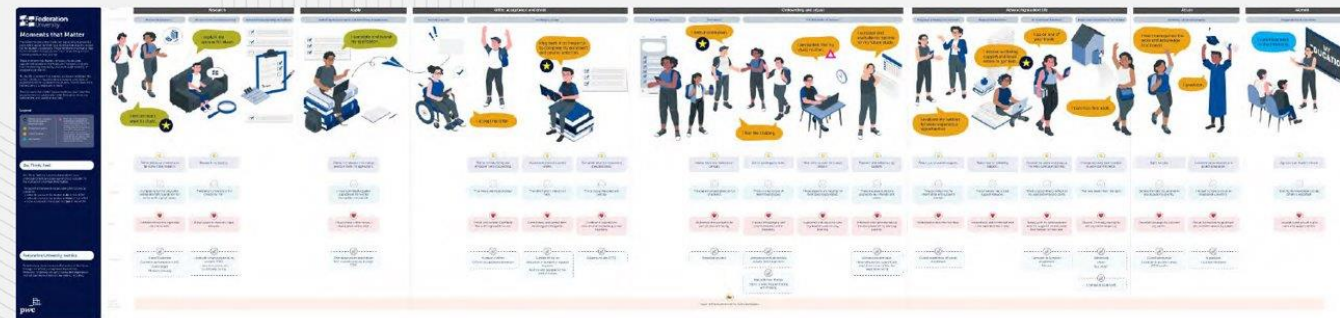
#### Profile builder tool

Students can complete a personalisation quiz at point of enrolment where they can input any information about their personal circumstances (e.g. disability, carer) or information on their general interests and preferences. This data will be added to the student profile so Fed can tailor the students experience accordingly.

## Moments that Matter

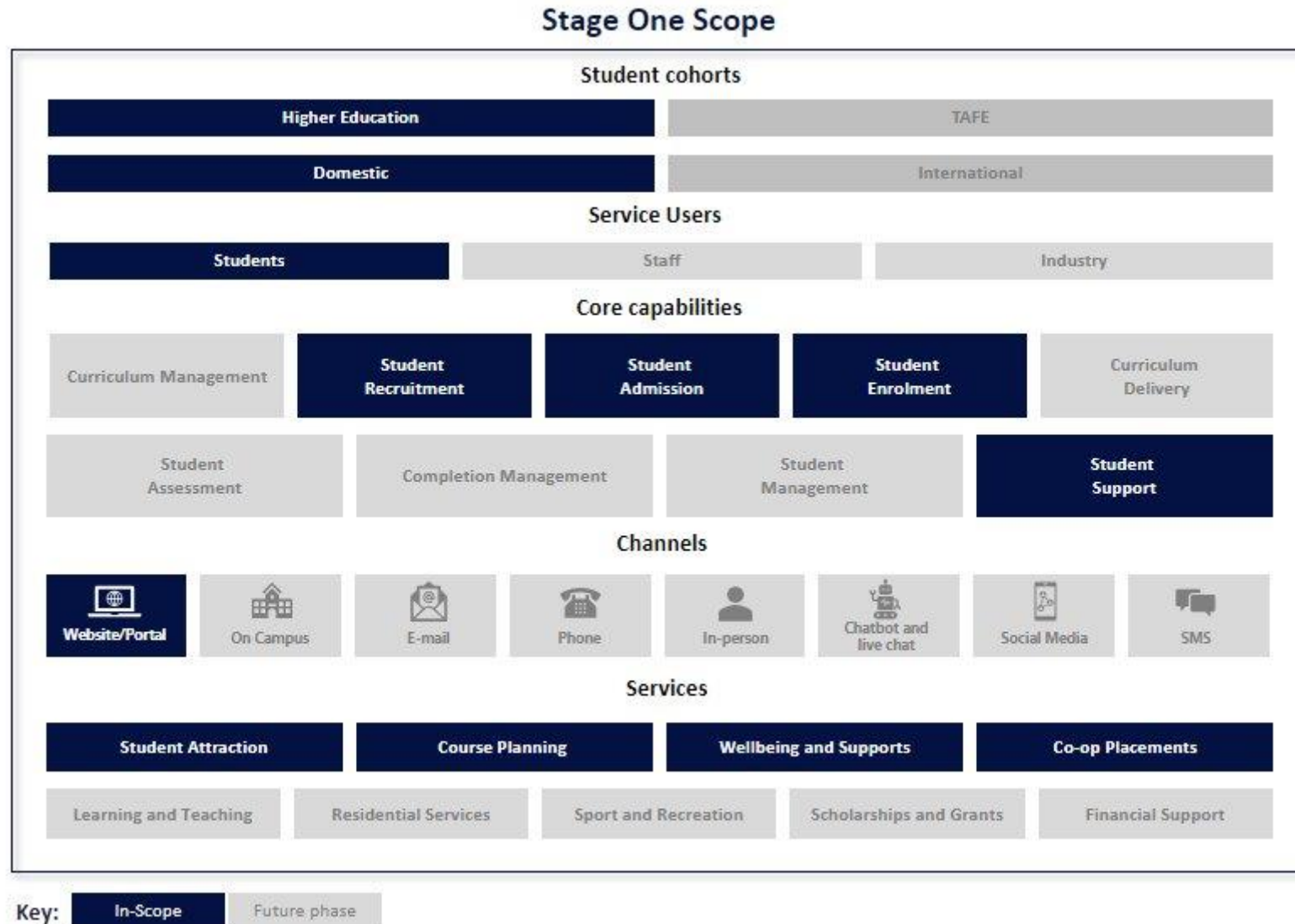
Prioritised Moments that matter are captured to represent points within the journey that have a significant and lasting impact on the student's experience. These moments that matter may be occasional at a single point in time, or enduring across multiple phases of their journey.

These Moments that Matter articulate a **future state, aspirational experience** for Federation University students from researching their study choices through to being re-engaged as an Alumni. The moments that matter represented have been identified and prioritised in collaboration with Federation University stakeholders and based on real data. By addressing these moments that matter in the future through the delivery of Signature Experiences, Federation University will uplift the student experience and will see improvement on key metrics identified.

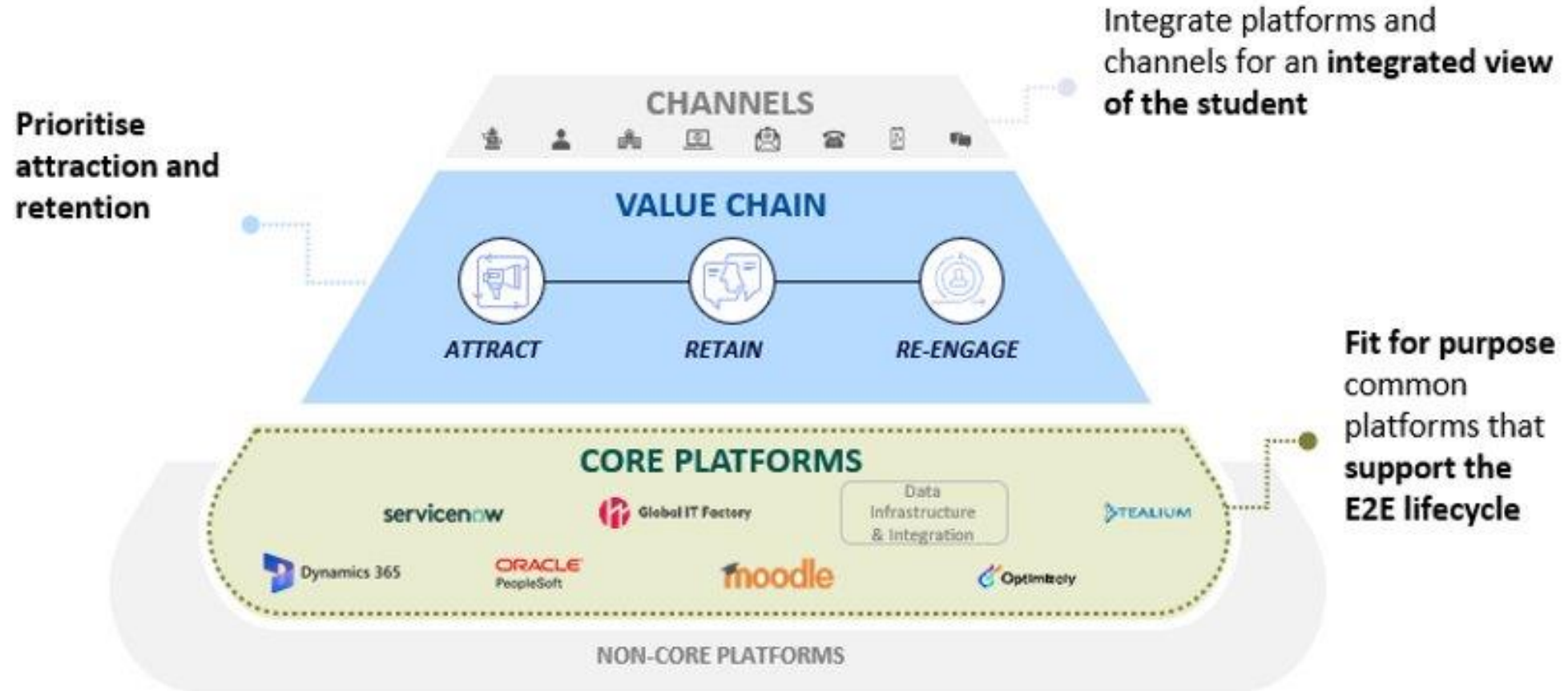




# Stage 1 Focus areas



# What we are building



# Capabilities

**Customer Strategy**

**Sales Management**

**Engagement &  
Relationship  
Management**

**Marketing Management**

**Product Management**

**Customer Experience  
Management**

**Service Management**

**Supporting Services**

**Vendor and Partner  
Management**

**Information  
Management**

**Governance Risk &  
Compliance**

**Business Capability  
Management**

# Questions

