

Transforming Western Sydney University Into An Experience-Driven Organization

Why Experience Now?

Top Australian brands are differentiating themselves and building customer loyalty through investments in customer experience. Forrester Research reveals that elite Australian brands provide customers an average of 16 emotionally positive experiences (such as making customers feel valued, confident, and happy) for every one negative experience (when customers feel annoyed, disappointed, or frustrated).¹ Boosting these positive customer emotions, and mitigating the negative ones, is the key to achieving customer experience (CX) differentiation, revenue growth, and brand advocacy with Australian consumers. Our research finds these investments in CX are well-founded: An analysis of major brands' financial performance across 18 industries using Forrester's Customer Experience Index (CX Index™) has shown per-customer annual revenue increases as high as \$104 from a one-point improvement in CX score.²

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact (TEI)™ study to demonstrate and quantify the financial impact organizations have realized by adopting Adobe Experience Cloud and transforming into an experience-driven business. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed Western Sydney University (WSU) as part of a broader study of nine customers across seven industries. The full TEI study can be downloaded [here](#).

In 2016, the Vice President of People and Advancement (VPPA) at WSU was commissioned with overhauling the organization's customer experience management technology stack, student portal, and website. The goal was to improve the University's student engagement approach across the end-to-end education life cycle — from applicant to alumnus. Core to this initiative was the effective use of data and insights to drive University decision making, with the VPPA explaining: "We are transforming the way that our staff engages with students. When [our staff] designs programs, plans events, or interacts with students, we're always thinking of ways we can use insights to make data-driven decisions that positively impact the student experience."

"Our personalization strategy has shown us that students who were served a personalized page, versus a generic page, were approximately 100% more likely to go through to the next part of that journey."

VP, People and Advancement



WSU Boosted The Student Experience And Grew Enrollment With Adobe Experience Cloud

At the time of the interview, Western Sydney University was using a variety of Adobe Experience Cloud products, including Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager, Adobe Target, and Adobe Campaign. The University was also using the functionality of these products very effectively. Forrester's interview with WSU revealed a number of business benefits resulting from these investments, including:



11% increase in campus visits



11% increase in student retention in the enrollment funnel



50% reduction in student care center calls



Reduced student enrollment process from 12 steps to 4 steps

WSU's Journey To Building An Experience-Driven Organization

Prior to adopting Adobe Experience Cloud, WSU had several digital student experience objectives it struggled to achieve with its existing technology stack and digital capabilities, including:

- › **Becoming student-centered and experience-led.** WSU's legacy digital experience stack wasn't just expensive and difficult to maintain, it inhibited the University from making data-driven decisions and transforming its digital experience across the student journey. WSU needed to standardize on a modern digital experience stack that could put its students and their needs at the center of every decision it made.
- › **Need to transform its legacy application and enrollment process.** Prior to adopting Adobe Experience Cloud, the University maintained a cumbersome 12-step application and enrollment process, which was difficult to navigate and resulted in social media questions, complaints, and student attrition through the funnel. The VPPA wanted to completely transform and re-engineer this process to make it intuitive for users, with the objective of attracting and retaining top-caliber students through the enrollment journey.

"Our ambition is to become a student-centered and experience-led institution. Our legacy technologies were anchored in a very different perspective developed by administrators, for administrators, and to their benefit."

VP, People and Advancement



The Business Impacts Of Experience For WSU

WSU made significant CX investments in order to transform into an experience-driven organization and revealed the following key results and business outcomes from its investments in Adobe Experience Cloud, including:

- › **11% increase in "Open Day" campus visits.** The University saw an 11% year-on-year increase in attendance at its "Open Day" student recruitment events, which collectively represent 30% to 50% of total annual student enrollment.
- › **11% increase in retention through the student application and enrollment funnel.** By streamlining and simplifying a cumbersome 12-step student application and enrollment journey, and boosting its use of personalization, the University increased student retention through this funnel by 11%. This improvement resulted in higher student enrollment for the University, with the VPPA stating, "This year we saw an uplift in our student headcount, with the number of students commencing at the University increasing by nearly 1,900 students — 1,600 of which were domestic undergraduate students, our prime target audience."
- › **50% reduction in question and complaint call volumes.** The University's legacy application and enrollment process was difficult to navigate, leading to high student care center call volumes, which reached nearly 7,000 calls per month during peak season. By deploying technology and contextually relevant content to address known pain points across the student application and enrollment journey, the organization was able to reduce student care call volumes by 50%, freeing up resources for outbound student outreach.

"This year we saw a 50% reduction in call volumes for complaints or questions about how to get to the next stage of the enrollment process. What this enables us to do is deploy more agents for outbound activity."

VP, People and Advancement



SUMMARY

This spotlight document is based on an interview from a commissioned study titled, "The Total Economic Impact Of Adobe Experience Cloud"

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors that affect an Adobe Experience Cloud investment decision. Forrester took a multistep approach to evaluate the impact of Adobe Experience Cloud, including interviews with Forrester analysts, Adobe stakeholders, and nine current Adobe Experience Cloud customers. This spotlight focuses on the business impacts experienced by Western Sydney University.

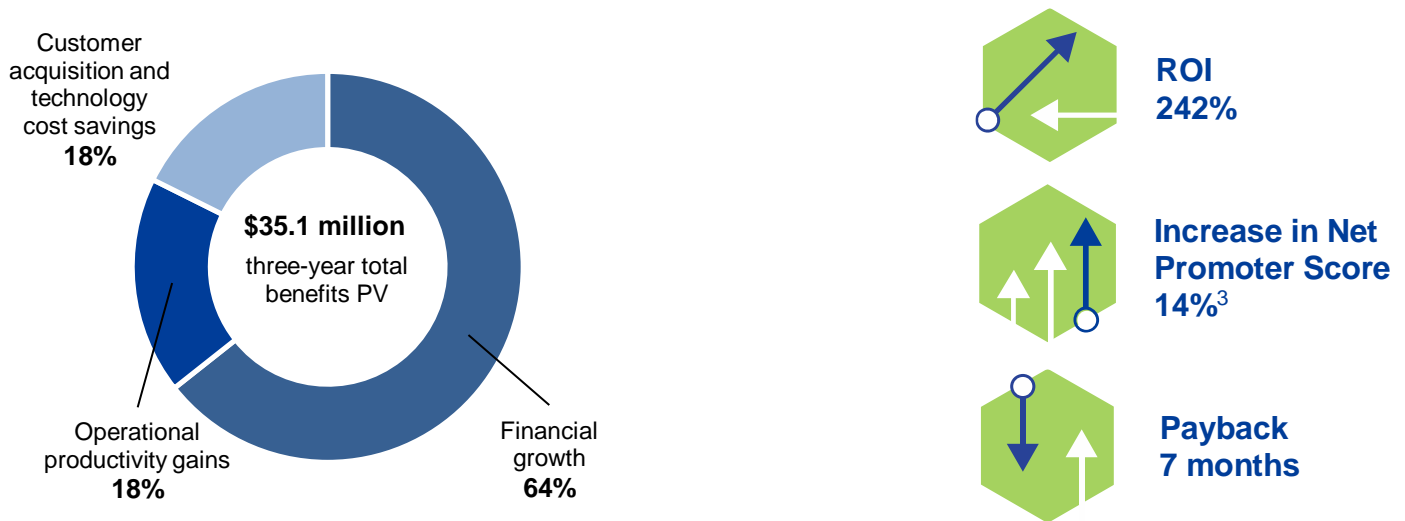
› **Increased Year 1 student retention by 500.** The University extended its use of Adobe Experience Cloud beyond the application and enrollment journey and deeper into the student life cycle. For instance, the University transformed its formerly faculty-centric information architecture, making its course structure more compelling and student-focused. This and other improvements to the student experience helped boost student retention from Year 1 to Year 2 of the student journey by nearly 500 students.

Moving forward, the VPPA plans to leverage advanced segmentation and personalization to shift the focus from applicant volume to attracting students with attitudes and values that align with the University’s brand. “We want to see a different mix of students come to Open Day, and this is where personalization and segmentation is absolutely critical. We need to find these students, understand how to communicate with them using the right channels, and be better able develop campaigns to engage and enroll them.”

Total Economic Impact Of Adobe Experience Cloud Across Customers And Industries

To better understand the benefits, costs, and risks associated with Adobe Experience Cloud, Forrester interviewed a total of nine customers across seven industries with an average of nearly five Adobe Experience Cloud products implemented and years of experience using these solutions within their marketing, customer experience, and analytics functions. Based on these interviews, Forrester constructed a TEI framework, a composite company profile representative of the interviewed organizations, and an associated ROI analysis that illustrates the areas financially affected. For a full description of the composite organization used in this analysis, please see the Composite Organization Description section of the full study [here](#).

The following risk-adjusted present value (PV) figures are representative of those experienced by the interviewed customers, as realized by the composite organization built for this study.



These figures come from a Forrester Consulting case study commissioned by Adobe, titled: “The Total Economic Impact Of Adobe Experience Cloud,” December 2018. To read the full study and findings, please download the full case study [here](#).

¹ Source: “The Australia Customer Experience Index, 2018,” Forrester Research, Inc., December 26, 2018.

² Source: “How Customer Experience Drives Business Growth, 2018,” Forrester Research, Inc., September 21, 2018.

³ Net Promoter and NPS are registered service marks, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

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