

## Case Study

### The challenge

The University of the West of England (UWE), Bristol was looking to improve the student digital experience by procuring a new student CRM system. This formed part of their Student Journey Programme, looking at how to support students at each stage of their interaction with the institution and deliver the biggest impact for them.

### What happened?

UWE hosted a session of the SUMS change management Community of Practice Group, focussing on student journey mapping. SUMS's strategic partner, Oracle, ran a series of workshops with attendees looking at specific categories of students and their experience, from potential prospect right through to alumni status. Lee Norris, Director of the Strategic Programmes Office, and his team then used the mapping process to look at the experience



of the whole range of UWE students, considering what their needs might be at each stage. UWE's business change managers also attended the Oracle workshops in order to understand the process and use it for continuous improvement purposes.

### The outcome

The targeted journeys that were developed during the process, such as for international students coming to the UK for the first time and for young people leaving care and coming to university, helped to focus on the best way to support an experience that led to the best outcomes for those students. This has been seen from recruitment through to retention. These journeys fed into the requirements for the CRM system, which has since been successfully procured, as well as providing a broader context for considering how systems, processes and support for students could best be structured.

**Student journey mapping has put their experience at the heart of how we interact with them at every stage, from prospect to alumni. SUMS gave us an outward-looking approach to new ideas and prompted us to think differently.**

**LEE NORRIS, DIRECTOR  
STRATEGIC PROGRAMMES OFFICE**

## Student journey mapping at the University of the West of England

### For More Information

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