Transform higher education. Transform lives.
How ServiceNow can help higher education.

At ServiceNow, we are committed to the transformation and evolving nature of education. We’re currently working with several leading UK universities, and we understand the seismic shift higher education is undertaking.

We know that preparing institutions for the future, today, takes adapting with a flexible, agile approach to service transformation for staff and students.

Successful execution will be paramount to the continued sustainability of the institutions and the UK sector as a whole. As a collaborative, strategic partner, we help educational institutions like yours create simplified, accessible, personalised experiences for each student, and indeed for those committed to their success. We believe these will be fundamental in creating blueprints for the campuses of the future.

These experiences will generate data which can be used to continually improve service delivery, meaningful programs, learning options, and allocation of resources for their stakeholders, all driving student and institutional success. Digitisation will be key in delivering this evolution, and this is where ServiceNow can help.
We get it. Things are changing—at speed!

In today’s UK higher education sector, there is an environment of increased competitiveness. Every institution focuses on a holistic, student-centred approach to education. The Covid-19 pandemic maximised this trend. As a result, higher educational institutions have had to evolve the way in which they function, and digital transformation is at the top of the agenda now more than ever.

According to a Gartner study,¹ higher education will see the biggest swing towards digitisation of any sector. This gives IT an even bigger part to play in transforming higher education.

Transform the student experience

Attracting domestic and international students has always been an important factor for UK universities. In a post-Covid world the quality of the experience that institutions can offer may no longer be sufficient.² In the longer term, there is a definite need for an increase in the number of places to students, while improving the overall student experience.

Empower your employees

It is no longer sufficient to rely on a reputation for excellence; a demonstrable ROI is necessary³ to recruit best-in-class lecturers, researchers, and to attract donors.⁴ This makes it of paramount importance to increase efficiencies across the campus and maximise investments by enabling staff to work in a more flexible and productive ecosystem.

ServiceNow connects digital workflows to engage students and seamlessly deliver an improved consumer-like experience.

Using ServiceNow to assist in creating a joined-up campus can help significantly reduce costs and work optimise university resources.

¹ https://www.gartner.com/en/industries/education
³ https://u2b.com/2020/01/01/international-student-mobility-trends-to-watch-in-2020/
⁴ Sir Nigel Carrington, Vice-Chancellor at the University of the Arts, London at the PwC / HEPI conference, quoted at https://www.hepi.ac.uk/2019/11/13/the-value-of-higher-education-is-too-important-and-multifaceted-to-reduce-to-mere-metrics/
Optimise enterprise services

Universities are complex organisations with multiple faculties and departments. Historically, institutions have had complex IT architectures with hundreds of single solutions that no longer deliver the desired experience, while hindering the transformation of their operating models.

With ServiceNow, you can integrate, automate, and simplify existing processes and workflows in order to improve experiences, for both staff and students.

Establish more agile and innovative ways of delivering learning

Organisations are keen to continue to work in a flexible manner, embedding agility in future plans. Universities are dealing with a generation of students with high digital literacy. To meet increasing student expectations, universities will need to continue to innovate in terms of the services that they deliver—and in the actual way in which they deliver those services, to remain at the leading edge.

Agility becomes part of institutions’ DNA with ServiceNow.
“We now have the ability to redirect strategic HR resources to other areas within the business.”

Joanne Marshall, Director of HR and OD, University of Bradford
“The more we used ServiceNow, the more it became obvious that we were only scratching the surface of what the platform can offer.”

Shane Parsons, Service Management Service Owner, University of Warwick
Let’s evolve, together.

With ServiceNow, you can deliver rich learning experiences, in ways that are safe, engaging and memorable.

Reach out to a member of the team to find out more, by calling 0800 640 8049 or visit www.servicenow.co.uk/education