



Why Student Experience Equals Student Success

The right data can generate insights that allow institutions to better understand students' journeys and take personalized actions at scale.



JOSHUA SINE
*Vice President
Higher Education Strategy
Qualtrics*

THE PANDEMIC TURNED THE WAY colleges and universities think about capturing and analyzing data upside down. Previously, institutions focused on tracking historical trends. But the pandemic highlighted a need for data that is more holistic and sensitive to the demands being placed on students. In other words, institutions are shifting from focusing on past experience to gathering and analyzing experience data in real time.

Today's students want to provide immediate feedback in organic ways – via text, social or mobile-friendly websites. To become more strategic about designing digital experiences and improving outcomes, institutions should start by asking about the experience in places and through channels where students are most actively participating and engaging already.

The Ability to Listen, Understand and Act

Student needs are so individualized that a single, one-size-fits-all approach to services is ineffective. Institutions need systems that can constantly learn from students as they're navigating their experience on campus and then take student-specific action.

Qualtrics' experience management platform enables students to share feedback in a host of different ways and then crucially, pairs that

data with internal systems to help institutions gain a holistic view of those students. Campus leaders can listen, understand and act through a platform that gathers information and converts it into real-time insights for decision-makers.

In addition, the Qualtrics platform uses artificial intelligence to help schools understand what friction points exist in the student journey and then helps to automate actions, such as connecting students with the right resources, at scale. By giving the right people the right information at the right time, AI enables institutions to intervene at the moments that matter most. It also helps decision-makers measure the impact of those actions.

Building Robust Student Profiles

Capturing experience data is key to building rich student profiles and ultimately giving institutions the ability to understand the student journey and know where their efforts and focus will drive the most impact.

Student experience is the new student success. And that's why Qualtrics is investing in purpose-built solutions that help institutions cultivate amazing student experiences that lead to student success.

Joshua Sine is the vice president of higher education strategy at Qualtrics.