

Doing More With Less: Measuring the Impact of AI in Higher Education



Meet the team!

We're with you.



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Higher Education Delivery Lead



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Working with Waterstons brings a true partnership, providing seamless solutions as a single extension of your team.

And a long-term commitment to helping you unlock the limitless potential of your organisation.



Technology



Cyber



Data & AI



Strategy



Implementation

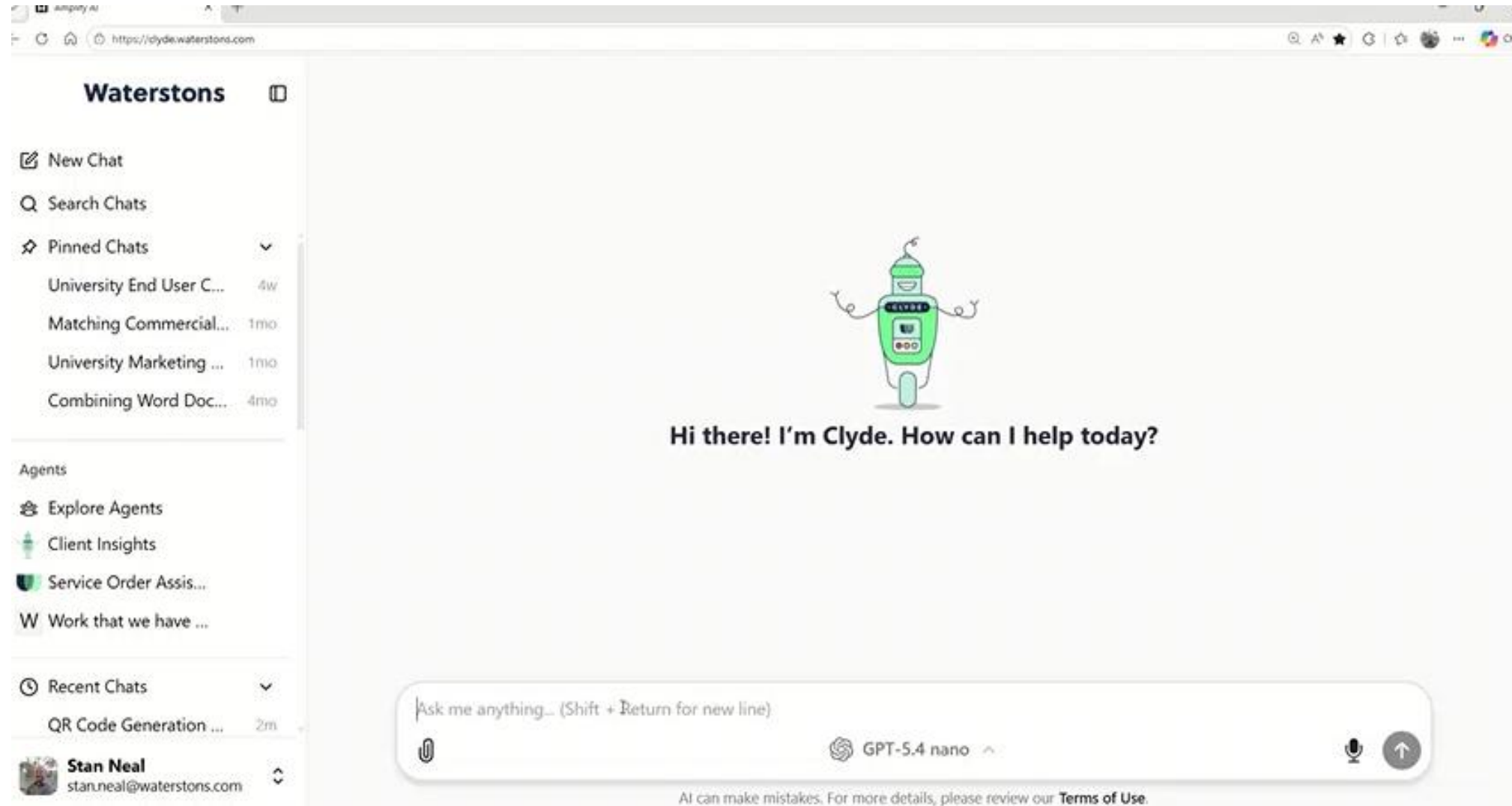


Support



AI @ Waterstons

Simple tasks like a QR Code



People & Culture

The screenshot displays the 'Waterstons' AI agent management dashboard. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation options: 'New Chat', 'Search Chats', 'Pinned Chats' (with a list of recent chats including 'University End User C...', 'Matching Commercial...', 'University Marketing ...', and 'Combining Word Doc...'), 'Agents' (with options like 'Explore Agents', 'Client Insights', 'Service Order Assis...', and 'Work that we have ...'), and 'Recent Chats' (showing 'Service Order Writing ...'). The main content area is organized into three sections: 'Managed Services' (1 Agent), 'Miscellaneous' (2 Agents), and 'People & Culture' (1 Agent). Each section contains one or more agent cards with icons, names, and descriptions.

Waterstons

Managed Services 1 Agent

Support with writing service management reports, keeping up to date with tickets and more. These agents are backed by our Freshservice data.

Freshservice

The Freshservice agent can answer questions on ITSM data for our service desk, help you write servic...

Miscellaneous 2 Agents

Includes various specialized agents that do not fit into the standard categories.

Microsoft DocBot

This agent can provide answers any anything Microsoft, it is connected to Microsoft Learn and refere...

Pip

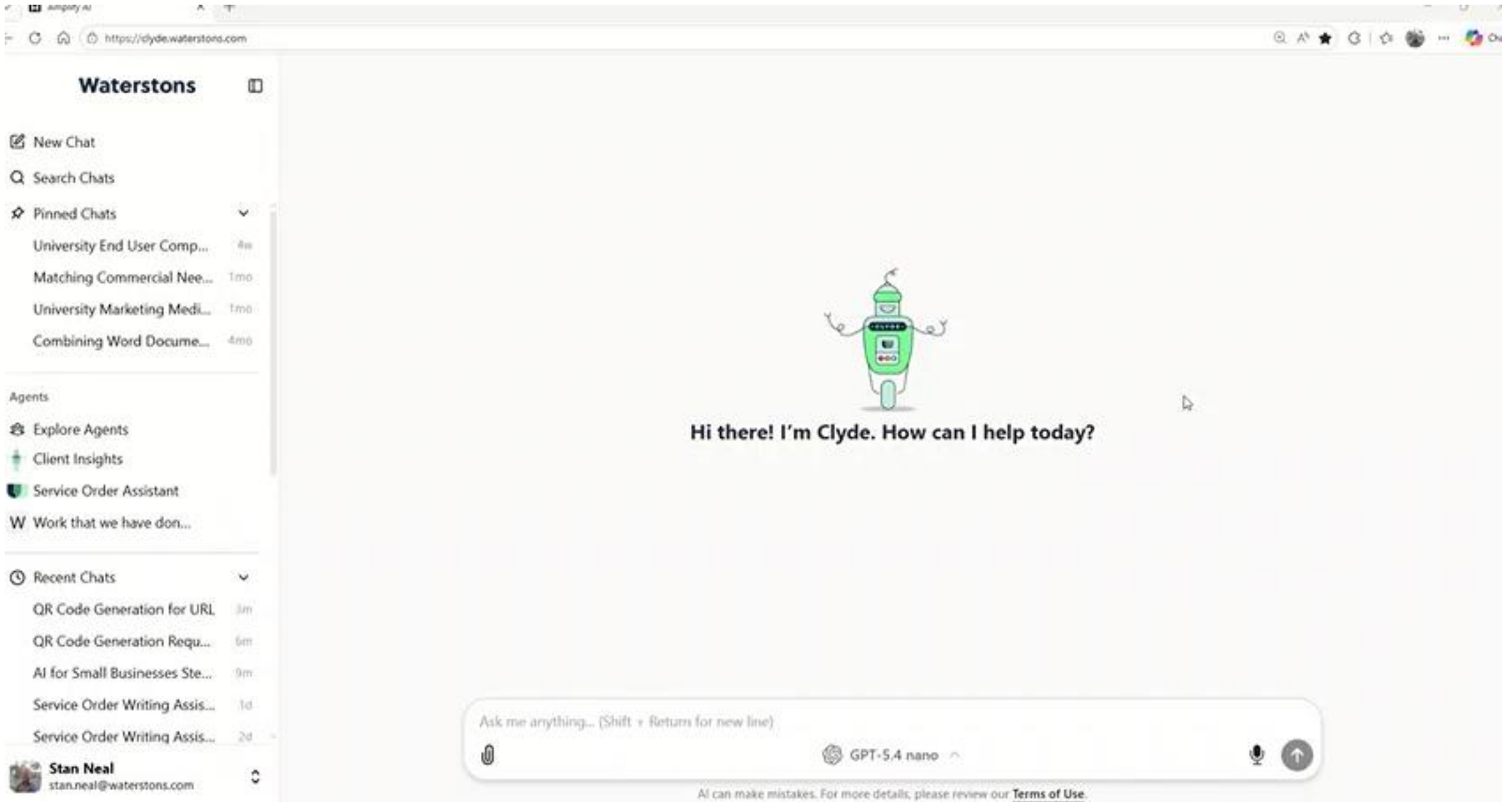
Pip is your smart email sidekick. Whether you're hunting down a thread, chasing loose ends, or draft...

People & Culture 1 Agent

Support from our P&C team

People & Culture Policy

Writing a Service Order



The screenshot shows a web browser window with the URL <https://clyde.waterstons.com>. The page features a sidebar on the left with the "Waterstons" logo and navigation options: "New Chat", "Search Chats", "Pinned Chats" (listing "University End User Comp...", "Matching Commercial Nee...", "University Marketing Medi...", and "Combining Word Docume..."), "Agents" (listing "Explore Agents", "Client Insights", "Service Order Assistant", and "Work that we have don..."), and "Recent Chats" (listing "QR Code Generation for URL", "QR Code Generation Requ...", "AI for Small Businesses Ste...", "Service Order Writing Assis...", and "Service Order Writing Assis..."). The main chat area displays a green robot character named Clyde with the text "Hi there! I'm Clyde. How can I help today?". At the bottom, there is a text input field with the placeholder "Ask me anything... (Shift + Return for new line)", a microphone icon, and an upward arrow icon. The model name "GPT-5.4 nano" is visible next to the input field. A footer note states "AI can make mistakes. For more details, please review our [Terms of Use](#)."

Waterstons

New Chat

Search Chats

Pinned Chats

- University End User Comp... 8m
- Matching Commercial Nee... 1m0
- University Marketing Medi... 1m0
- Combining Word Docume... 4m0

Agents

- Explore Agents
- Client Insights
- Service Order Assistant
- Work that we have don...

Recent Chats

- QR Code Generation for URL 3m
- QR Code Generation Requ... 6m
- AI for Small Businesses Ste... 9m
- Service Order Writing Assis... 1d
- Service Order Writing Assis... 2d

Stan Neal
stan.neal@waterstons.com

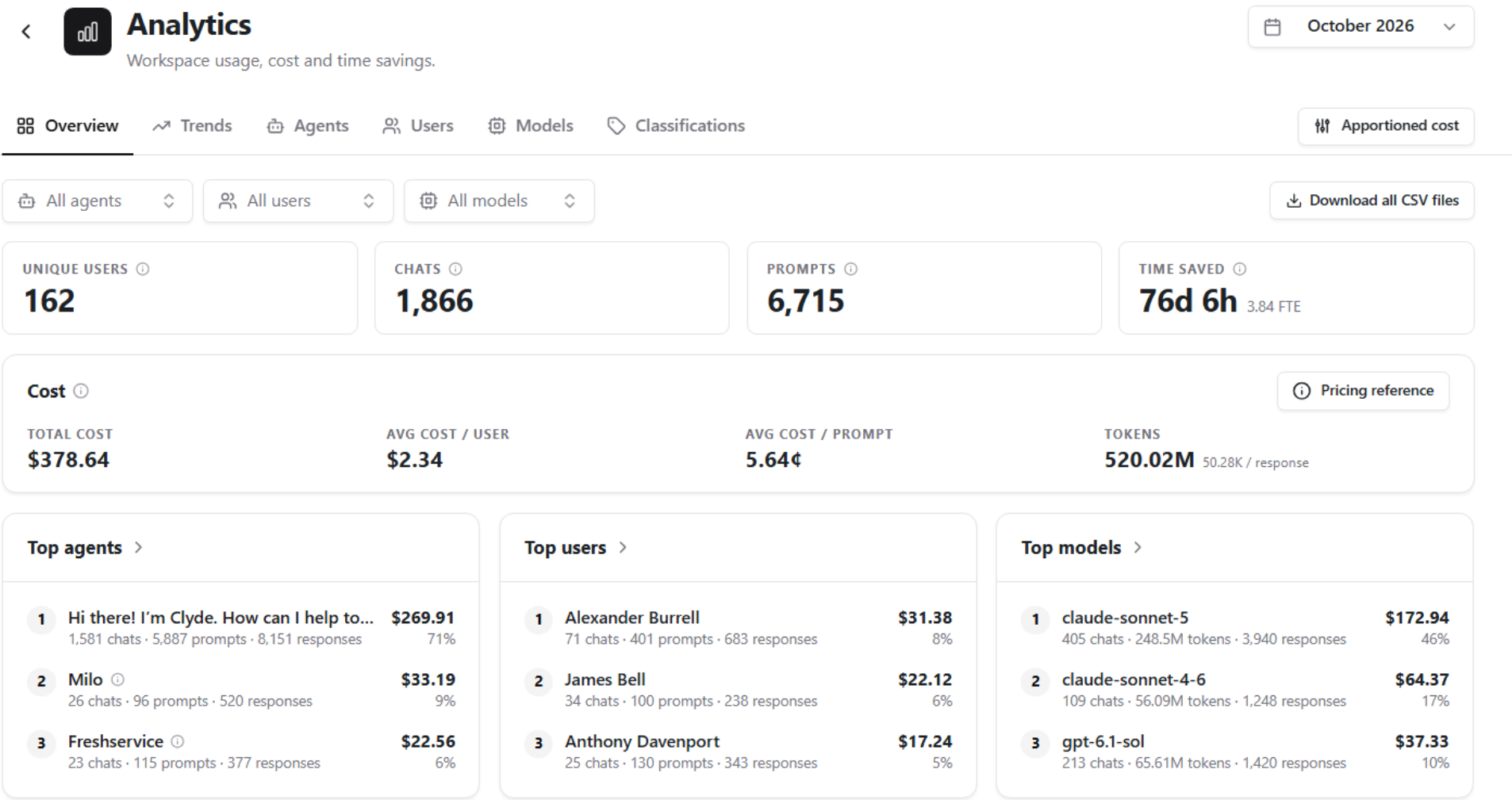
Hi there! I'm Clyde. How can I help today?

Ask me anything... (Shift + Return for new line)

GPT-5.4 nano

AI can make mistakes. For more details, please review our [Terms of Use](#).

Time Saved at Waterstons



Why AI value is difficult to demonstrate

01

Early adoption

Many initiatives are still pilots or local experiments.

02

Fragmented activity

Different teams use different measures or none at all.

03

Indirect benefits

Time and quality improvements do not always create cash savings.

04

No baseline

The starting position was not recorded before implementation.

05

Usage ≠ impact

Licences, prompts and active users do not show whether outcomes improved.

The core problem: activity is easier to count than value.

Start with the institutional priority

Avoid starting with

“Where could we use AI?”



Start with

“What are we trying to improve?”

Student experience

Staff capacity

Financial sustainability

Teaching and research

Decision-making

Define success before implementation

1

What problem?

Be specific about the current issue.

2

Who benefits?

Students, staff, teams or the wider institution?

3

What improves?

Time, quality, access, experience or capacity?

4

How will we know?

Choose measures and evidence sources.

5

Who owns it?

Name an owner for the outcome, not just the technology.

6

When do we review?

Set decision points before the pilot begins.

Build a balanced picture of value

Adoption

Are people using it?

Efficiency

Is it reducing time, effort or cost?

Experience & quality

Is the service or output better?

Risk

Is it operating safely and appropriately?

Strategic value

Is it contributing to an institutional priority?



Establish a meaningful baseline

Before implementation, record...

- ✓ **Time & effort** How long does it take and who is involved?
- ✓ **Cost & resource** What does the current process require?
- ✓ **Volume & demand** How much work arrives and when?
- ✓ **Quality & errors** Where does rework occur?
- ✓ **User experience** What do students and staff experience today?
- ✓ **Risks & limitations** What is already not working well?

The baseline does not need to be perfect.

It needs to be clear enough to demonstrate whether something changed.

Monitor, learn and make decisions

1. Define

2. Baseline

3. Pilot

4. Monitor

5. Review

6. Decide

Scale, Improve, Continue, Pause, Retire?



A real example: student retention

Learning Curve Group delivers vocational education to 40,000+ active learners. We supported them in using AI to identify learners at risk of dropout and make interventions to keep learners engaged.

Results at a glance

- Circa 4% decrease in learner non-completion reported following initial pilot rollout.
- Proactive identification of at-risk learners at four key milestones (14 days, 25%, 50%, and 75% course progression), enabling earlier, targeted support.
- Efficient use of tutor capacity by focusing interventions only where the predicted impact is highest.
- Automated, tailored WhatsApp outreach integrated with Learning Curve Group systems, reducing manual effort.
- Embedded A/B testing and comprehensive logging to evidence effectiveness and continuously optimise.
- Stage-specific machine learning models improving prediction accuracy by reflecting different risk drivers across the learner journey.



Three things to take away

1

Start with the outcome

Not the AI tool.

2

Define success early

Do not wait until the end of the pilot.

3

Use evidence to decide

Scale, improve or stop.

Find out more



This QR code takes you to **waterstons.com/ai** where you will find:

- Case studies and examples
- Webinars on different AI topics
- Thought pieces and more information
- Our AI Maturity check:

The screenshot shows the 'Waterstons AI Maturity Check' form. At the top, the Waterstons logo is on the left and 'AI MATURITY CHECK' is on the right. Below the header, it states '7 QUESTIONS • ~2 MINUTES'. The main heading is 'Where are you on your AI journey?' with 'AI journey' highlighted in green. A subtext explains: 'Answer seven quick questions about how your organisation understands, governs and uses AI. We'll place you on the journey and show the practical next steps we'd recommend.' Below this is a progress indicator with three dots: a blue dot for 'Explore', a yellow dot for 'Establish', and a red dot for 'Excel', connected by arrows. The section 'A bit about you' follows, with a note: 'So we can tailor your result, please tell us a bit about you and your organisation. It only takes a few seconds.' There are four input fields: 'Name' (with placeholder 'Your name'), 'Email' (with placeholder 'you@company.com'), 'Company size' (a dropdown menu with 'Select...' and a downward arrow), and 'Sector' (a dropdown menu with 'Select...' and a downward arrow). At the bottom, there is a checkbox labeled 'Happy to receive insights and event invitations that may be relevant to me. See our [privacy statement](#).'



Thank you.

Any Questions?