



## CASE STUDY

# From Two Stars to Four: Ulster University's SDC Journey

How Ulster University strengthened service management, improved collaboration and increased customer satisfaction from **87.5% to 97.3%**.



**38,000**  
Students supported



**3,100**  
Staff



**12**  
First-line support staff



**Around 35,000**  
Tickets annually

## THE CHALLENGE



Organisational change and the integration of faculty-based support posts.



Recruitment and retention challenges, staff turnover and loss of institutional knowledge.



Bringing together teams, processes and ways of working while reducing historical silos.



Maintaining operational support while creating capacity for service improvement and meeting growing customer expectations.

## A MEASURABLE IMPROVEMENT

**87.5% → 97.3%**

**Customer Satisfaction (CSAT)**



**97%**

**Student Satisfaction**



“SDC programme helped us identify what was working well, where improvements were needed, and establish a clear roadmap to strengthen customer experience and service delivery.”

–Ann McSherry

Head of ICT Customer Experience

# What Changed Through the Certification Journey

## Stronger governance

Improved governance and service management processes, with better use of problem, change and release management practices.

## Greater collaboration

Increased collaboration across Digital Services and reduced organisational silos.

## Stronger stakeholder engagement

Faculty working groups and stronger business relationship management improved engagement across the university.

## Better insight

Improved reporting and performance measurement using UniDesk data, Power BI and Concept 8 (Management Reporting and Metrics) criteria.

## More consistent communication

Centralised messaging and structured engagement created a more consistent approach.

## Dedicated improvement focus

An SDC Working Group was established to coordinate improvement activities and maintain momentum.



"The certification journey has **strengthened our service management capability** and increased the influence of the ICT Customer Experience team across Digital Services. As a result, we are now involved earlier in projects, service changes, and release planning, helping to improve communication, reduce risk, and ensure that supportability is considered from the outset."

**–Ann McSherry**

*Head of ICT Customer Experience*

## The Results



Improved response and resolution performance



Better visibility of customer feedback and performance



Reduction in customer complaints



Increased use of data to inform decisions and improvement



Increased service maturity across Digital Services