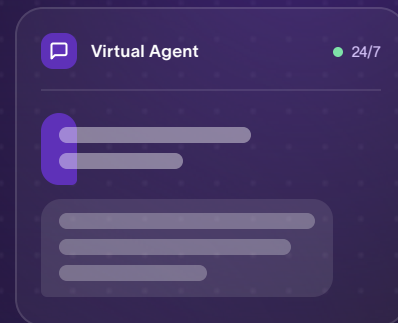


University of Reading

From Repetitive Support Requests to 24/7 Student Self-Service

How the University of Reading used ServiceNow to make assessment-adjustment guidance more accessible, consistent, and scalable.

**CUSTOMER**

University of Reading

INDUSTRYHigher
Education**SCALE**27,000+ students
from 147 countries**FOOTPRINT**UK and international
campuses**SERVICENOW OFFERING**Now Assist for Virtual Agent, Customer Service
Management, Knowledge Management**THE CHALLENGE**

Trusted Guidance, Without Another Disconnected Channel

Students needed timely, consistent guidance on assessment adjustments, while support teams were fielding the same requests for information again and again.

The university needed an accessible self-service experience that could deliver trusted information and connect with the digital channels and systems students already used, without creating yet another disconnected support channel.

THE SOLUTION

Building a Guided Student Experience around Trusted Knowledge

NewRocket designed the service around the student journey, with accessibility, ease of use, and trusted knowledge as its guiding principles. The solution brought authoritative information into one guided digital experience and connected it to key university systems. NewRocket also supported launch readiness and adoption.

WHAT NEWROCKET DELIVERED

- 01 Made Guidance Available around the Clock**
Implemented ServiceNow Now Assist for Virtual Agent to answer student questions on assessment adjustments through a conversational self-service experience.
- 02 Put Trusted Information within Reach**
Used Knowledge Management to bring authoritative information into a guided self-service experience.
- 03 Connected Existing University Systems**
Made the experience accessible through the university's learning platform (Blackboard), student information system (RISIS), and website, with single sign-on and staff access, so it fits within the channels and systems students already use.
- 04 Supported Adoption and Scale**
Established accurate, consistently written knowledge content and supported launch readiness, keeping the student experience trustworthy as usage grew.

THE RESULTS

Strong Adoption from the First Assessment Period

The chatbot saw strong adoption during the university's first assessment period, when demand for assessment guidance was at its highest.

867

Interactions recorded after the first launch

250+

Queries answered in one week during the assessment period

24/7

Access to assessment-adjustment guidance

- ✓ Students actively turned to the chatbot for assessment-related guidance during peak periods.
- ✓ The university established a scalable channel for handling recurring information requests.
- ✓ Support capacity could be focused on needs that require human assistance, rather than routine guidance.

Ready to Make Student Support More Accessible and Scalable?

NewRocket connects trusted knowledge, self-service, and existing systems to create digital experiences built around the people they serve.

Talk to NewRocket →

newrocket.com/contact