[24]7.ai

145-Year-Old University Automates Its FAQ Process with [24]7 Answers

Registrar's office trades thousands of emails and phone calls for efficient, online self-help resolution.

ORGANIZATION
Public Research University

PRODUCTS
[24]7.ai Engagement Cloud™

[24]7 Answers™

CX ENVIRONMENT
- The registrar's office serves over 30,000 undergraduate and graduate students
- The university's website is a student resource covering admissions through graduation

CHALLENGES
- Front desk staff often too busy with emails and phones to work with walk-in students
- A full-time staff member is dedicated to keeping up with emails

RESULTS
- Responses to 300+ questions are served up in [24]7 Answers
- An average of 5,500 queries a month are answered online, dramatically reducing phone calls and emails
- Database updates are easy to manage

The Best Way to Lighten the Registrar Staff Load? A Natural-Language FAQ Tool.

This university's registrar's office manages records on all its 30,000 students from application to graduation across 100 programs. Given it serves the whole student body, the registrar's front desk is typically a hectic place.

"During a regular school year there is a constant barrage of walk-in visitors, phone calls, and emails," says the office's department manager.

Many students have the same questions as they navigate the daily college experience. So, in 2008, the registrar staff looked for a way to more easily answer the most common, consistent student questions online.

The office chose [24]7 Answers to improve the university's website search capability. The application uses natural language understanding (NLU) to divine the intent of irregular inputs and deliver appropriate information instantly.

Challenge—Common Questions Asked Daily

The registrar's office had a constant backlog of email inquiries and one person spent the whole day dedicated to answering these emails.

The Goal—An Accurate, Easy-to-Manage Search Tool

The registrar's objective is to make sure students get answers to their questions quickly. Since many questions are asked repeatedly, adding a query tool to the university website to serve up direct, relevant links and enable students to self-help made sense.

Accuracy and ease of management were key. The search tool had to discover and deliver appropriate responses. And ease-of-use for the registrar staff was another top priority.

> "We've looked at other search tools and realized we loved the simplicity of the [24]7 Answers application. We need to be able to make our updates with minimal effort, and [24]7.ai Engagement Cloud navigation is easy to use."
>
> **—Registrar department manager**

[24]7 Answers

resolves 5,500

queries a month

An Average of 5,500 Monthly Inquires

The registrar's office chose [24]7 Answers to create its NLU FAQ engine in 2008 and the tool has served them well ever since. Monthly inquires handled by the application range from 3,500 to 6,500. That's thousands of emails and phone call avoided, and thousands of students served efficiently.

[24]7.ai helped the registrar staff identify common questions. Together we built a database of more than 300 questions that are answered through the search query.

Students and parents ask questions, and the app serves them up-to-date links. Because [24]7 Answers is built on NLU technology, the intent of a user's inquiry is understood even if the exact words vary. The registrar's office monitors search results monthly to ensure the tool is optimized to address new questions as they arise.

Daily emails to the registrar's office decreased and, today, the vast majority of the emails are one-off questions that cannot be answered through an online search.

Upgrade to [24]7.ai Engagement Cloud and [24]7 Answers

At [247].ai, we continually enhance our offerings and, of course, encourage our clients to migrate to the latest [24]7.ai software release. In 2020, this university did just that, upgrading to [24]7.ai Engagement Cloud with [24]7 Answers. The registrar department manager says the staff is very happy with the upgrade.

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

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