

# University Students Self-Help with [24]7 Answers™

6,000 self-resolved queries a month saves huge amounts of phone calls, emails—and time

## ORGANIZATION

A public university in California

## [24]7.ai PRODUCTS

- [\[24\]7.ai Engagement Cloud™](#) with [\[24\]7 Answers](#)

## CX ENVIRONMENT

- The registrar's office serves over 26,000 undergraduate and graduate students
- The university's website is a student/parent resource for admissions, financial aid, and class registration information

## CHALLENGES

- Students' frequently asked questions change depending on the time of year
- Students ask for the same information in different ways
- Phone calls and emails are time consuming, so self-help is the goal

## RESULTS

- The registrar office receives about 6,000 self-resolved queries a month – alleviating phone calls and emails
- [24]7 Answers automatically resolves 91% of student's online queries

## University Understands Its Student Body; So Does [24]7 Answers

Serving a population of over 26,000 students, pursuing degrees in 90 different majors, is no small task. There's a lot of information that's needed, consumed, and disseminated every day.

At this public university in California, students turn to the registrar's office for information about their enrollment, their academic and financial records, and their class schedules. Addressing the questions of the large and varied population is impossible without a little behind the scenes automation.

The registrar's office chose [24]7 Answers, with its natural language understanding (NLU) capabilities, to ensure students quickly get right to the information they need when they are searching on line.

### Challenge – Finding Information Fast

This is a popular, highly regarded institution, ranked in the top 10 public universities in *U.S. News and World Report's* 2021 college guide. Such a large community of highly engaged undergraduate and graduate students comes with varied needs. And navigating the process of completing a college degree is complicated.

So, a top priority of the registrar office is to ensure that students have the information they need – in a timely manner – to fulfill their educational requirements.

But sifting through a robust university website – intended to attract future students as well as address the needs of current students – isn't always the best way to find out answers to questions like, "When will the new class schedule be available?" or "How do I change my major?" And it's not efficient to have staff members answer everyone's questions individually.

Besides, most people, especially students, prefer to search for answers online—it's usually much quicker.

### The Goal – Make the Search Easy and Effective

The registrar's objective is to answer student questions as quickly and thoroughly as possible—without tying up personnel and resources to get it done.

“As simple as it sounds, any question we can answer for a student online, that alleviates a phone call or email, is good. One email often leads to 5 more emails. Providing the self-help ability saves everyone time. And who doesn’t appreciate that?”

— University Data Manager,  
Registrar Office

## [24]7 Answers Does the Search for You

The registrar’s office chose [24]7 Answers in 2013 to address its students’ most frequently asked questions, and has continued to build on the application ever since. A substantial FAQ database using natural language that understands and matches ad-hoc inputs with prefilled answers is the perfect way to address student inquiries.

The institution’s Answers database responds to questions in about 20 categories. Website visitors simply enter a question into the search field at the top of every web page, and Answers delivers direct links to the most up-to-date information. Because Answers is built on NLU technology, it matches variations of users’ queries to a unique intent.

Questions are resolved through [24]7 Answers ninety-one percent of the time.

Only a few people need to keep an eye on accuracy of the online content, and [24]7 Answers makes it easy. The registrar office data manager, spends about one hour a week maintaining and updating the system. She pulls an “unanswered questions” report to determine if students are commonly searching for new questions that require a response. The report also highlights sections of the website with broken links that need redirecting.

## 6,000 Queries a Month Means Fewer Emails and Phone Calls

[24]7 Answers typically receives about 6,000 queries for UCSB in an average month. That’s at least 6,000 fewer phone calls and emails the registrar’s office needs to answer.

It turns out the school’s administrative staff uses the FAQ functionality to find information on the website too. Says the data manager, “The registrar staff who are taking phone calls and answering emails would notice if our FAQ capability was disconnected. It’s a super useful tool for them to find information, just as it is for our students.”

## Upgrade to [24]7.ai Engagement Cloud with [24]7 Answers

We’re continually enhancing our offerings and, in 2020, the university chose to upgrade to [24]7.ai Engagement Cloud with [24]7 Answers. The data manager reports the experience was simple and clear cut. The interface is modern and refreshed, and it doesn’t require she change the way she uses the system. Of course, we encourage all customers to migrate to our most current software release. Encountering “no surprises” may be the most pleasant surprise of all.

## Contact us

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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.

For more information visit: [www.247.ai](http://www.247.ai)