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What would an extra **$50,000** do for your department?

What would you do if you can **reach students 24/7** across multiple platforms?

Admissions engagement is **more increased** by immediate support by either an agent or a chatbot

How could you team benefit from **higher levels of student satisfaction**?

Would an extra **20 hours a week** help prioritize more important tasks?

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Higher Education

Lunch & Learn - 2023

Customer Success Team
Jason, Jed, Maria and Sonya

Agenda

1. Introductions
2. AI Automation
3. Training
4. Customer Onboarding Process
5. Next Steps

Speakers

Jason Wu
Host/Account Manager

Jed Suarez
AI Architect

Sonya McHugh
Customer Success Manager

Maria Fielder
Learning, Training & Development Manager

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Leveraging AI Automation - Problem

Growing expectations have exposed gaps in service.

Why is it **taking so long** to check my student status?

Is it safe to text my billing information for my tuition?

Please respond to my complaint on Twitter.

My classes are during the day so I can only respond in the **evening or on the weekend.**

I sent my inquiry through text and **never got a response.**

Why is live chat only available on **weekdays**?

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Leveraging AI Automation - Solution

AI-Powered Automation

Scale reach and operations by using conversational AI to deploy chatbots and automation across channels

With our AI Platform, in just 2 weeks from now you will:

Reach students who would never pick up the phone – night owls, international students & weekend academics included

Answer conversations across channels without losing the thread – like being in more than one place at a time

Triple volume of support your agents and handle – with zero increase in human resources

- **Reduce** support and service costs
- **Improve** staff representative's effectiveness
- **Easily** manage spikes in volume
- **24/7** availability for students

Goals

1. What are the advantages of the Comm100 NLP Engine?
2. What are the highlights of the Comm100 Chatbot?
3. How can you get more value from the Comm100 Chatbot?
4. Today's Demo - Comm100 University Chatbot

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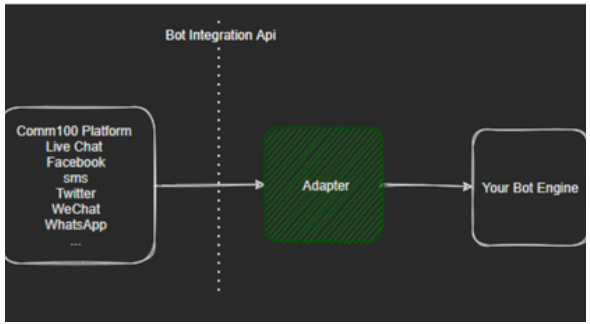
Bots and Automation:

What are the advantages of the Comm100 NLP Engine?

NLP Engine

- Uses advanced Natural Language Processing
- Interprets a wide range of human expression, language, and grammar
- Understands Conversational Dialogue - Including Spelling Mistakes!



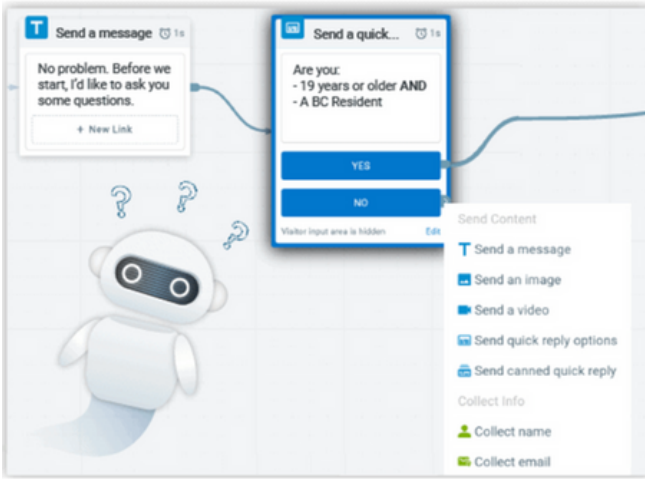
Bring Your Own Engine

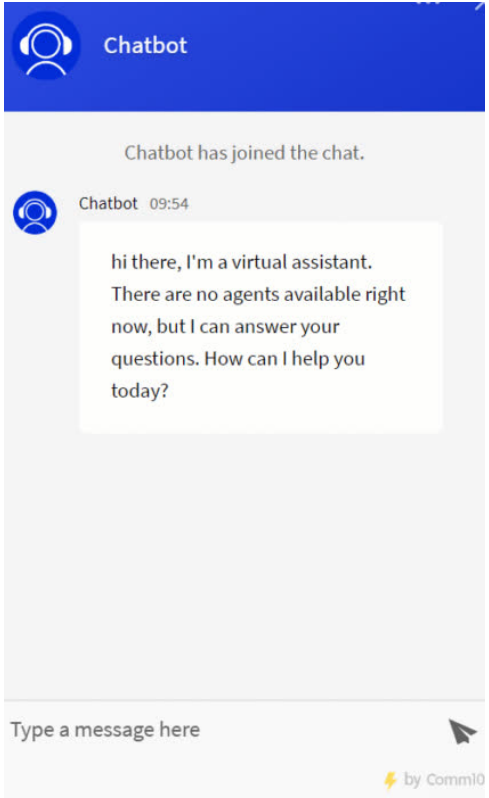
- Third-Party Chatbot deployment and management
- Construction capabilities with Third-party engines
- Integration capabilities with third-party vendors

Bots and Automation:

What are the highlights of the Comm100 Chatbot?

- **Flow Builder**
  - Intuitive and Code-Free Bot Building Interface
- **Machine Learning**
  - Trains with real visitor questions, becoming smarter over time

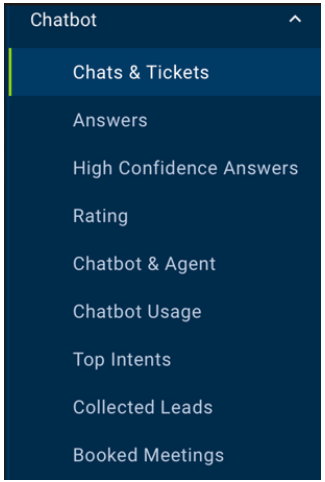


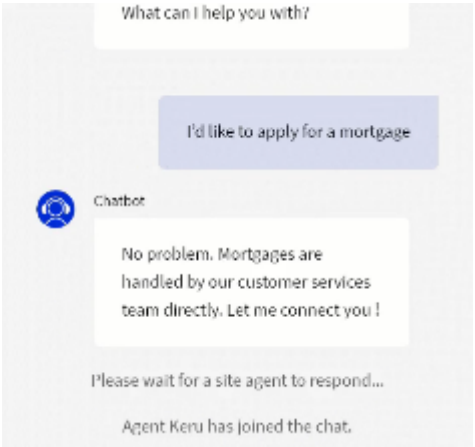


Bots and Automation:

What are the highlights of the Comm100 Chatbot?

- **Bot-Agent Cooperation**
  - Complete control on transferring to a Live Agent
- **Comprehensive Reporting**
  - Robust reporting suite to monitor and measure Chatbot performance
- **World-Class Capabilities, Easy setup and Maintenance**
  - Get your Chatbot Bot active within 30 minutes!

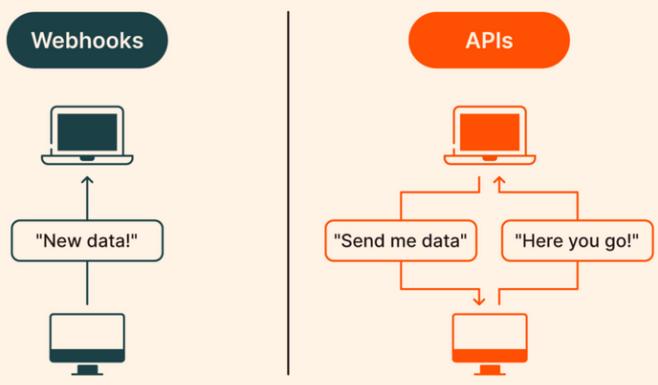


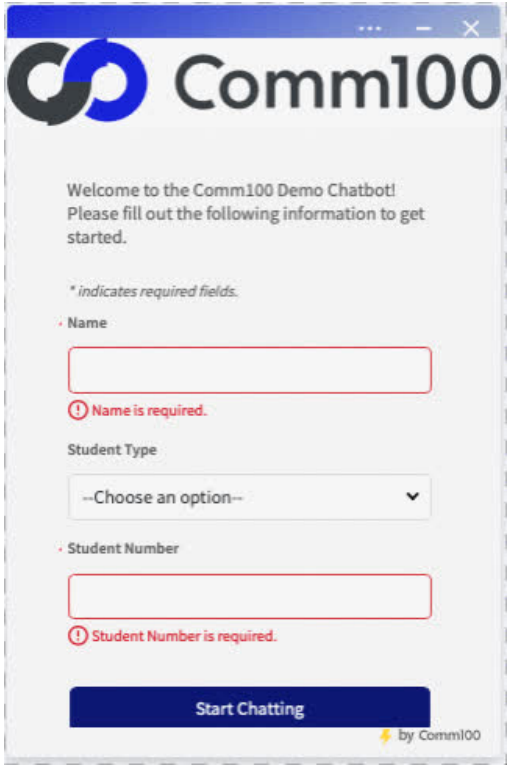


Bots and Automation:

How can you get more value from the Comm100 Chatbot?

- **Webhooks**
  - Custom web callback query used to provide real-time information - Pushing or pulling data to your own system
- **API Integrations**
  - Integrating with existing services/systems





Bots and Automation:

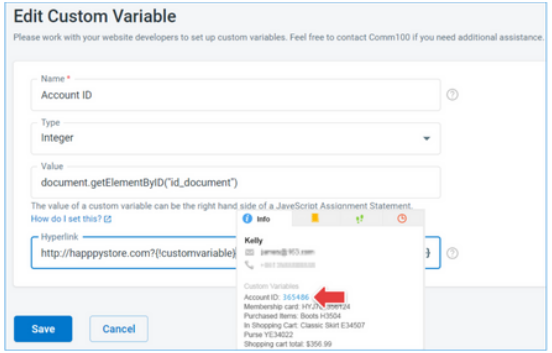
How can you get more value from the Comm100 Chatbot?

Custom Variables

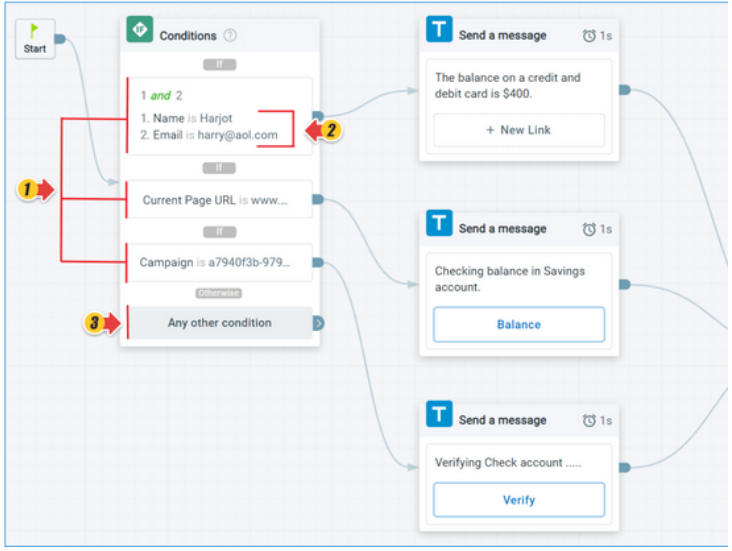
- Uses HTML Document Object Model (DOM) or JavaScript variables to read your website's information

Conditional Logic

- Feature used within a chatbot answer flow that changes the path a visitor will take based on information about them



Parts	Description
1 Multiple Branches	You can add multiple branches in a Conditions action. Each branch leads to a different branch. Each branch is checked in sequential order, and there is no limit to add these branches.
2 Multiple Conditions	You can add multiple conditions within a branch. These conditions can be combined by multiple "And" or "Or" or "Logical Expression".
3 Default Branch	You have **Any other condition** as a default branch on the Conditions card.



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Bots and Automation:

Today's Demo - Comm100 University

Training

Tried and Trusted Methods - We know what we're doing!

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SUPPORTING STUDENTS AT TOP INSTITUTIONS

Stanford University · The Open University · Thompson Rivers University · University of Canberra · McMaster University · University of Houston

"10/10 training, can't say much more than that! Well structured, thorough, prompt follow up and the right amount of time. Well done, Maria!"

— Previous training attendee (University Department Director)

95% CSat Rate from 150+ Live Training Sessions across the Comm100 platform

"I really appreciate how responsive and helpful Maria was during the process, providing additional resources, use cases and best practice recommendations. She ensured the process was streamlined and straightforward."

— Previous training attendee (Marketing Manager)

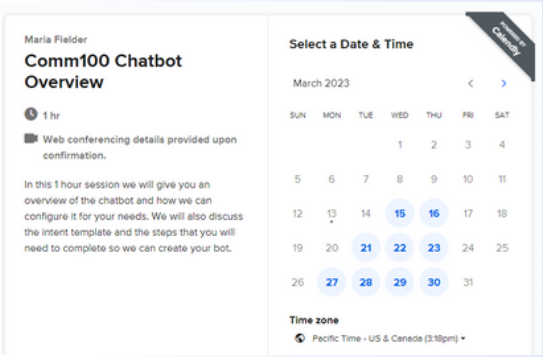
"Maria was very helpful in pointing out things for us to consider which we did not think of initially. It's great to draw on the trainer's experience with other users."

— Previous training attendee (Lead Project Manager)

Training

How does the training process work?

- **Needs Analysis**
- **Team Goals**
- **Timelines**
- **Training Structure**
- **Supporting Resources**
- **24/7 Support**



Onboarding Journey - Chatbot Perspective

Comm100 AI Chatbot

Stage 1: Planning

- Chatbot Kickoff (60 minutes)
- Confirm project goals, milestones, and stakeholders
- Collect Chatbot content

Stage 2: Training

- Bot Overview (60 minutes)
- Build initial Chatbot/flows

Stage 3: Internal Testing

- Cadences/Progress Updates
- Expand bot content
- Finalize bot tuning

Stage 4: Pre-launch Training/Configuration Check

- Bot Review/Configuration (60 minutes) *

Stage 5: Launch/Go-Live

Stage 6: Post-Launch

- Post-launch Chatbot Review/Configuration check*
- Use bot data to guide updates*
- Build integrated intents*
- Deploy on other channels*

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*Add-Ons

Cadences

	Onboarding	Post – Launch
Frequency	***Bi-weekly***	***Monthly or Quarterly***
What to expect?	Bot Training Session Chatbot Set-Up Best Practices Check-in & Answer questions/concerns Testing	Outstanding Questions RoadMap Update DevOps Tickets Update Discuss/demo any new features Keeping tracks of your KPIs

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Metrics of Success

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Decrease chat duration by **50%**

Eliminated wait time for incoming chats

Decrease phone calls by **50%**

Increased Agent capacity to handle more chats

Decrease low value interactions by **40-50%**

Increased high value interactions

Cambrian College
Recruitment Department Success Story

CSAT
4.5/5

Student Support
24/7

Chatbot
handles 70%
of incoming
chats

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Questions?

Thank you!

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