



## HIGHER EDUCATION AI ASSISTANT

### Consistent 24/7 Assistance for Faculty & Students

In seconds, an AI Assistant can answer questions automatically, such as:

- How do I enroll in a class?
- How to connect to campus Internet?
- Where is the Biology Lab?

Leverage the power of Artificial Intelligence (AI) to improve the lives of faculty and students at your educational institution. NOHOLD builds and maintains AI Assistants for educational institutions through its AI Platform, SICURA. AI Assistants support faculty and students by answering questions automatically, providing guidance, offering opportunities, connecting to Learning Management Systems (LMS), and allowing access to account information 24/7.

### BENEFITS

- Increase Enrollment
- Reduce Support Costs
- Capture the Voice of your Students
- 24/7 Availability
- Boost Faculty & Student Satisfaction
- Quick Implementation
- Integrate with LMS

### OMNICHANNEL

We live in a social, mobile, web-empowered world. Meet your students and faculty on their preferred channel at any time. NOHOLD can deploy AI Assistants across all channels to create an omnichannel experience that provides consistency and accuracy.



Website



Apps



Phone



Email



Smart  
Speakers



Contact  
Center



Webchat



On  
Campus



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## FEATURES

### AI-based Natural Language Processor & Inference Engine

Multi-turn, context aware, conversational interface

### Analytics

Capture systematically actionable customer behavior metrics

### Application Programming Interface (API)

Integrates & connects with back-office systems

### noHold Connect (NHC)

Connect to other AI Assistants

### Omnichannel

Can be launched via Phone system, Webchat, App, Smart Speaker, Social Media

### Scalable

Handles millions of conversations per month

### Multilingual

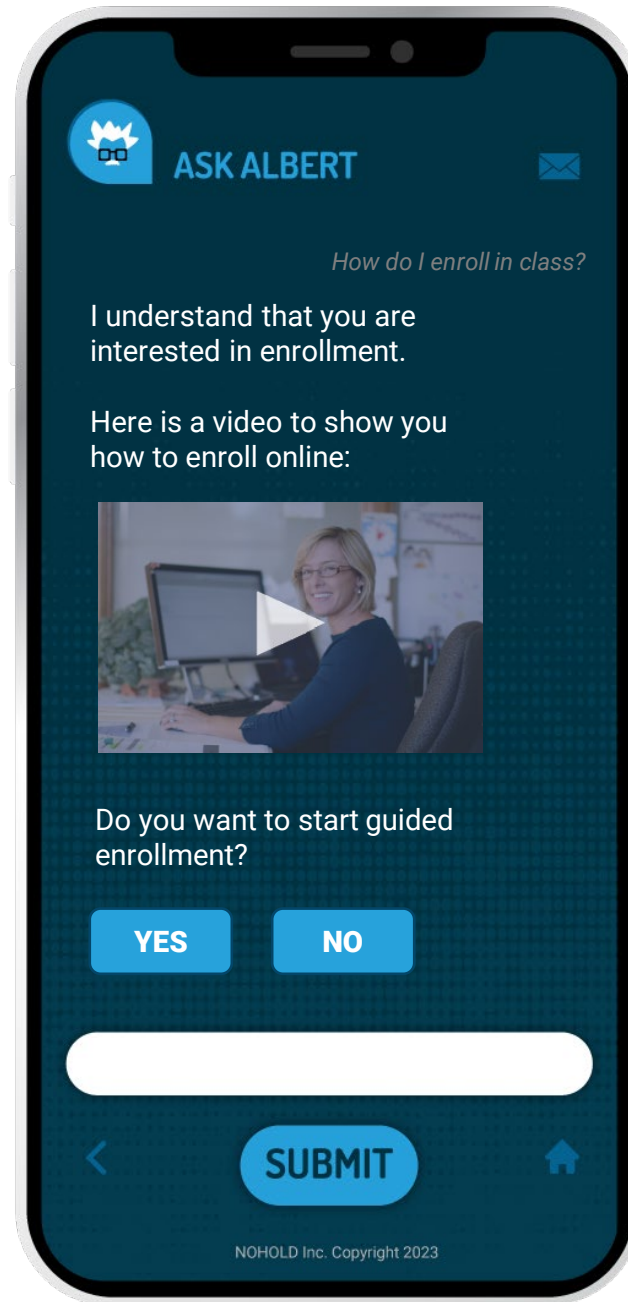
Live in 15 languages

### Deployment

Available on both cloud and on premise

### Compliant and Secure

SOC2 - Type 2, HIPAA, PCI



## BEST PRACTICES

- Customize with Branding
- Personalize the Experience
- Leverage QR Codes
- Embed Multimedia
- Escalation Options
- Leverage Existing Knowledge
- Flash Announcements
- Use an Avatar
- Upsell & Cross-sell
- Share Alerts, Promotions, Ratings, etc.
- Omnichannel Experience

## AI ACADEMIC ASSISTANT IMPLEMENTATION

One conversational AI Assistant automatically supports nearly 10,000 academies, as well as thousands of instructors and students 24/7/365.

### THE GOAL

The academy's objective was to grow with an increased demand for enrollment, but without increasing their support staff. This objective required an innovative solution. The academy enlisted an AI Assistant to accommodate this growth, without increasing support staff.

### OUR APPROACH

To begin, the academy identified the top issues at the contact center. Then NOHOLD trained an AI Assistant on the most frequent issues revolving in the contact center. After training, the AI Assistant was ready for placement. The academy decided to preempt its most preferred channel, live chat, with the AI Assistant. This placement was key to the success of the AI Assistant.

### CONCLUSIONS

By preempting the academy's live chat with an AI Assistant chats and cases declined by 46%

## Average Contacts to Live Agents

