

# Customer Success Story Gonzaga University

## Gonzaga University Enlists AI to Innovate the Way Technical Support Is Handled on Campus

Recently ranked #4 in the U.S. World and News Report's 2019 edition of Best Colleges in Regional Universities West, Gonzaga University is an exemplary learning community that educates students for lives of leadership and service for the common good. In keeping with its Catholic, Jesuit, and humanistic heritage and identity, Gonzaga models and expects excellence in academic and professional pursuits and intentionally develops the whole person -- intellectually, spiritually, culturally, physically and emotionally.

## The Hurdles that Inspired Gonzaga to Seek an Artificial Intelligence Solution

Gonzaga University is continuously looking to improve processes to enhance the support experience for students and instructors. In an effort to do so, they focused on:

1. Providing support during non-operating hours
2. Raising awareness of the resources and information available
3. Collecting meaningful feedback from students, faculty and staff
4. Finding an effective solution that fits within a limited budget
5. Deploy an effective support tool in a short period of time with minimal staff

Gonzaga needed a solution that would be available anytime, easy to access, able to collect user feedback and within budget, while being fairly simple to implement.

"When we decided to find a virtual assistant solution we were fortunate to find a partner like noHold. The noHold professionals worked relentlessly to help us create and deploy a truly exceptional example of what a virtual assistant can be. noHold's experience helping Fortune 100 companies and providing a low cost deployment gave me confidence in not only the capability of their solution, but also confidence in their product. Since go-live noHold has dedicated a project manager and developer that meets with us weekly to continue supporting and improving our virtual assistant. I feel this very much speaks to their commitment as a partner not just another vendor."

Lyle Spencer, Data Architect, Gonzaga University



## The Solution that Improves Gonzaga's Student Support Experience

Gonzaga found noHold Inc., a company that specializes in Virtual Assistant technology. Virtual Assistants utilize Artificial Intelligence to help users through a chat interface. The Virtual Assistant allows Gonzaga University to:

1. Support students and instructors 24/7/365 from mobile phones, the school website, social media sites, and automated personal assistants like Amazon Alexa and Google Assistant
2. Provide users with a first point of contact, so that they can find the information they need without searching
3. Analyze interactions between students and the Virtual Assistant to improve processes
4. Create an effective solution that is within budget
5. Deploy an Artificial Intelligence tool in 6 weeks with the help of noHold Professional Services and non-programmer backend

Now Gonzaga University uses a noHold Virtual Assistant for technical support to help students, faculty and staff anytime and anywhere.

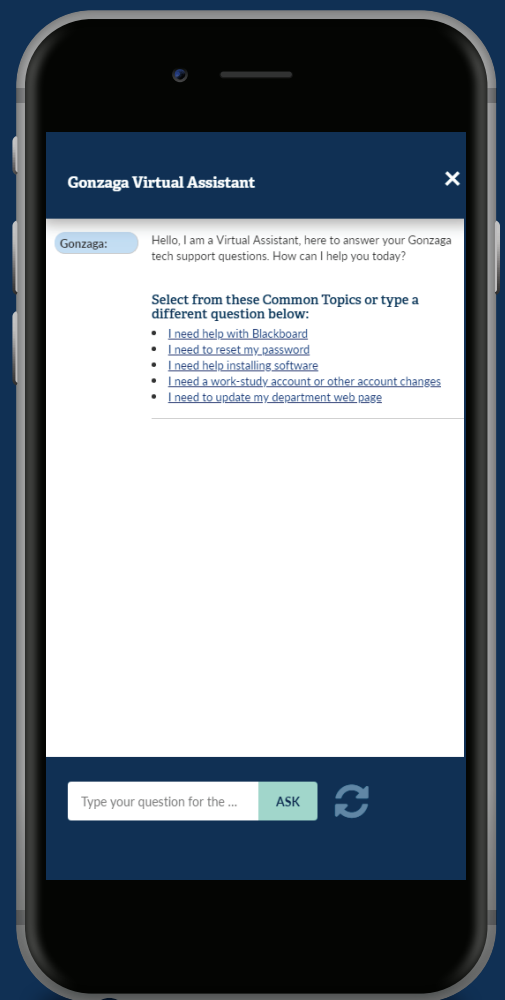
### The Developments so Far

The Gonzaga University Virtual Assistant launched on January 15, 2019. In just one month, noHold and Gonzaga have:

- Discovered most students are struggling with:
  - Resetting passwords
  - Connecting smart tvs, smart speakers, and gaming consoles to the internet
- Filled 5 Knowledge Gaps to expand the Virtual Assistant's knowledge, including campus maps to help students find classrooms
- Added QR codes to key areas on campus to make it easier to launch
- Connected users to a live person when further assistance is needed and provided directions to the University's Next Gen Tech Bar for in-person support
- Increased awareness by offering a Google Home to one lucky student that uses the Virtual Assistant

In the first month 71% of students providing feedback found the Virtual Assistant to be helpful, twice as effective as the average Virtual Assistant at launch.

The Gonzaga Virtual Assistant is improving the lives of students, faculty and staff on campus. noHold is happy to be working with such a prestigious University, and is looking forward to facilitating the growth of the Virtual Assistant.



“It has been inspiring seeing the passion and care the Gonzaga staff feels for its students. They worked very hard to make sure the Virtual Assistant launched without a hitch and was adopted by the whole school”

Diego Ventura, CEO of noHold Inc.

