

CASE STUDY

Transforming prospective student queries with multilingual auto & live chat



OBJECTIVE

The University of Aberdeen aimed to improve prospective student experience by providing quick, accurate responses to inquiries about courses, deadlines, grants and more. They focused on enhancing accessibility and efficiency in student engagement across languages to ensure all prospective students could easily access information.

SOLUTION

To achieve this, Futr AI deployed an integrated chatbot and live chat solution on the University of Aberdeen's website. This technology was specifically designed to address the university's unique requirements, offering a seamless way for prospective students to get answers to their questions. The chatbot, equipped with the ability to understand and respond in over 140 languages, provided immediate self-service options. When more complex or detailed information was required, the system smoothly transitioned the user to live chat support, where staff members could offer personalised assistance.

KEY FEATURES

- Converse in over 140 languages, breaking down language barriers for international students.
- Instantly answers queries delivering rich content immediately
- Seamless Transition to Live Chat

IMPACT

Futr AI's solution improved information accessibility, increased satisfaction among prospective students, and enabled staff to focus on complex queries, enhancing service quality and student engagement.

KEY METRICS

Past 12 months

- Users: 72,414
- Self-serve queries: 88,313
- % not moving to live chat: 98%
- Ave. Resolution: 0.95 secs
- Cost Savings: £514,865



"This technology has enabled us to provide immediate, accessible support to students from across the globe, ensuring they receive the information they need to make informed decisions about their future education. It's an invaluable addition to our student engagement strategy."

FIONA MACMILLAN

Lead Engagement & Conversion Officer
University of Aberdeen

CONTACT

Reach out to sales@futr.ai to find out more about this use case and many others we are deploying into higher education.



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