

## CASE STUDY

# Getting a University Clearing Decision in under 60 seconds



## OBJECTIVE

The University aimed to enhance the efficiency and effectiveness of their clearing process. Recognising that young people prefer chat-based communication over conventional phone calls, it sought a solution that could accommodate a large number of inquiries, provide quick decisions to prospective students and support various languages to streamline communication.

## SOLUTION

Futr AI implemented a multilingual live chat widget on the university's website, allowing live agents to engage effectively with prospective students from around the world. This technology enabled agents to handle multiple queries simultaneously, significantly reducing response and decision times during the clearing period.

## KEY FEATURES

- **Multilingual Widget:** Supported languages such as English, Chinese, Yoruba, Bosnian, Urdu, and Xhosa, catering to a diverse international applicant base.
- **Enhanced Agent Efficiency:** The live chat technology allowed university agents to handle several conversations at once, optimising their workload and reducing waiting times for students.
- **Quick Decision Making:** Taglined "Get a decision in 60 seconds," the system is designed to expedite the decision process, crucial during the clearing period.

## IMPACT

Futr AI's live chat solution not only maximised agent productivity but also significantly enhanced user satisfaction and decision-making speed.

## KEY METRICS

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- Ave. wait time: 16 secs
- Max wait time: 4 min
- Ave chat length: 14min
- No of languages: 6
- Chats connected: >96%



"Futr AI's live chat technology revolutionised the clearing process for interacting with prospective students, enabling faster query handling and decisions. Multilingual support expanded reach and enhanced service for international students, proving indispensable for the admissions team."

**FIONA MACMILLAN**

Lead Engagement & Conversion Officer  
University of Aberdeen

## CONTACT

Reach out to [sales@futr.ai](mailto:sales@futr.ai) to find out more about this use case and many others we are deploying into higher education.



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