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Conversational AI and Its Role In Transforming Higher Education

Conversational strategies to improve the student experience and streamline processes

Executive Summary

We created a practical guide to add valuable information to your administrative and student experience teams.

Who will benefit from this ebook?

→ Customer service, marketing and sales departments at educational institutions,

→ Admission and registration teams.

→ Teachers and school faculties.

In this e-book, you'll find:

→ An overview of the current state of digitalization in the education sector and the challenges and opportunities for educational institutions in 2022.

→ Current customer/student expectations and how to offer a comprehensive and satisfactory admissions, registration and learning experience.

→ Tactics, tools, and technologies that will help you adapt your strategy to optimize your lead generation and

student retention.

In the end, you'll be able to:

→ Power your customer service digital strategy, sales, and marketing with conversational artificial intelligence and automation technologies.

→ Offer an efficient and personalized digital experience.

→ Generate more leads your website.

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Martín Frascaroli
CEO & FOUNDER | AIVO

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Talking about consumer expectations across different sectors and industries is one thing. But understanding millennials and centennials' behaviors, preferences and expectations on digital channels is a completely different conversation, since they are digital natives that are constantly creating new trends, exploring new apps and creating new ways of communicating.

Since they are the generations that make up the largest part of student bodies, it is a constant challenge for educational institutions to connect with them. Mostly, this requires a digital, omnichannel and personalized approach resulting from a broader innovation strategy. In this scenario, technology plays an important role to stay on top of these generations' expectations and at **Aivo** we are delighted to bring conversational AI into the equation to enhance the student experience ad optimize universisites' processes".

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01.
How the Pandemic Drove Universities to Embrace Digitalization

Education in times of COVID-19

Digitalization and digital transformation are the two key pillars of how technology is driving innovation today. While digitalizing is simply boosting efficiency and saving costs by converting existing processes and workflows to a digital format, digital transformation is a more ambitious approach that seeks to implement AI, algorithms, and similar tools to fully embrace the information age.

Full digital transformation is ideal, but digitalization serves as a good stepping stone with many benefits of its own. At the end of 2019, higher education still stood as one of the industries that had seen little digitalization, let alone digital transformation. **COVID-19 changed all of that and shook up university and collegiate education in a way that hadn't** been seen previously.

According to Unicef, **1.6 billion learners around the world were affected by school closures**, which lasted on average 224 days.[1] As a result, online platforms were the most used means by the governments to deliver education while schools remained closed, with 83% of countries using this method.[2]

Even though remote learning opportunities were offered in most countries, many schools were left behind when it came to enhancing the online learning experience, keeping up with students, assisting them on digital channels and delivering material for their classes. And this wasn't an issue only of underdeveloped countries. Truth is, even if the USA or Europe schools struggled to connect with students remotly for such long periods of time.

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In this scenario, technology became a ally to continue classes remotely and university education is becoming a hotbed of innovation that went far beyond the pandemic crisis.

School closures affected 1.6 billion students.

Countries with total or partial school closures (August 2020).

Local
Closures

National
Closures

Open
Schools
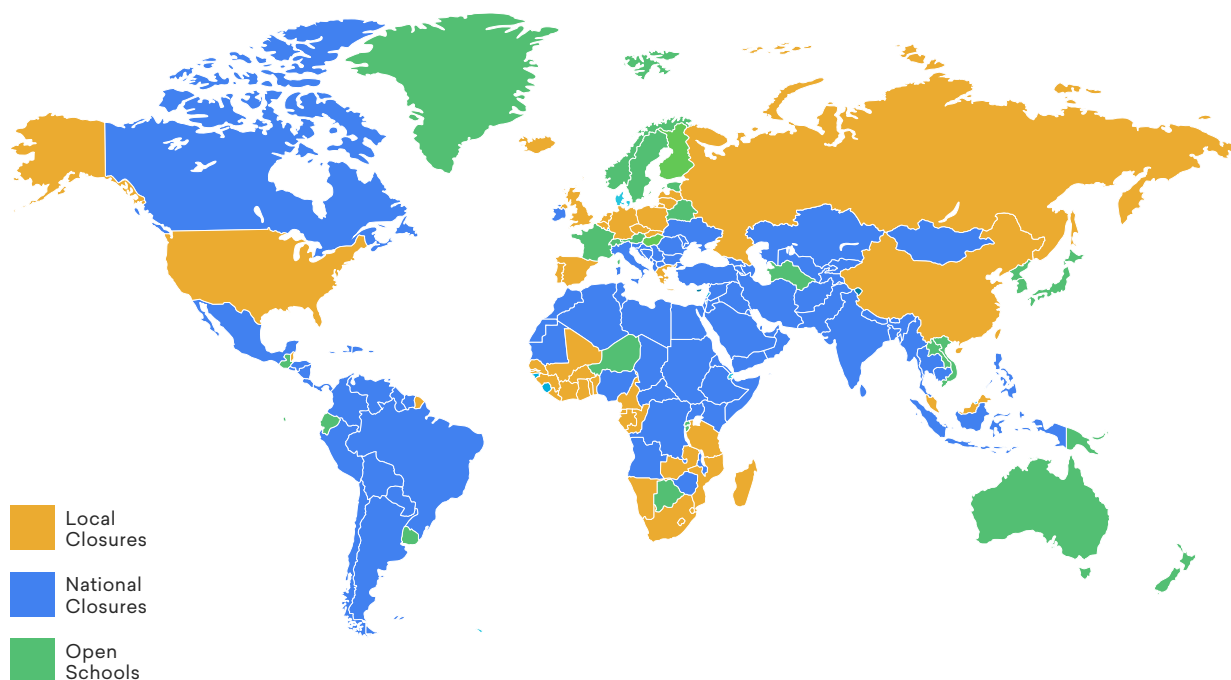
Source: UNESCO

Understanding the Data Revolution and Its Potential For Higher Education

When someone thinks of big data, their first thought may be more effective marketing algorithms for targeted advertising. It could seem that data isn't necessarily applicable to higher education, and this explains the lack of implementation in universities. However, this isn't the case, and the data revolution has shown use cases for virtually every type of enterprise. Indeed, the basic applications of the data revolution stem from a long history of operational optimization.

It's necessary to define the data revolution and separate it from 20th century efforts to aggregate and use data. Indeed, people have always sought to make processes more efficient and to use numbers and objective data to do so, such as in the early 20th century efficiency movement. This industrialist movement sought to measure and improve everything possible within the factory setting, with leaders going so far as to time workers' movements with stopwatches to find opportunities to save just a few seconds of labor.

It's easy to optimize for efficiency when there's a clear metric by which to prove that things are better. In an industrial setting, the production of a certain number of items with a certain amount of labor and materials provides clear opportunities for improvement. Education, information work, office labor, and

other industries have not had their own efficiency movements because they're more abstract and resistant to measurement. The data revolution fundamentally resolves this issue and creates the opportunity for radical gains in efficiency by increasing the capacity to collect and process data.

The three V's of data are **volume, velocity, and variety.** Information-oriented work produces a vast variety of data that's resistant to manual assessment, but automated systems can process and correlate a vast variety of data. Beyond that, it has a virtually limitless capacity to handle these types of data by volume and completes these processes with great velocity. In the past, it was necessary to develop these algorithms manually at considerable cost, but machine learning now provides the potential to streamline the entire process.

The fundamental difference that the data revolution has ushered in is the ability to either **analyze, improve, or automate virtually anything.** Labor that does not gain value from having a human complete it, such as data entry tasks can be eliminated entirely. You can look at two different approaches to an education process and harvest the data to empirically deduce which is superior.

There are entirely new processes that data and machine learning have created such as adaptive tutoring, responses to frequent and theoretical questions about a subject, and

exam reminders. It's impossible for educators to give every single student the attention that could help them reach their utmost potential. However, **machine learning algorithms can scan a student's test outcomes, identify strengths and weaknesses, and help them learn basic and advanced skills without any labor input.**

Ultimately, these measures are only scratching the surface of the potential for data to change the nature of higher education.

02.
Centennials and millennials: Interacting with new generations

Even before the pandemic, educational institutions were already facing several challenges to keep their teaching methodologies up to date and connect with students. **New generations have emerged with the digital revolution** of the last two decades and, along with them, **new ways to communicate, interact and engage.**

Suddenly, phone and email became prehistoric for a new generation of young people that preferred to interact asynchronically, through messaging apps and in a mobile-first environment.

As of the beginning of the decade, millennials and centennials make up for most of student bodies around the world. From middle-school to post-graduates, they are schools and universities' main target audiences, forcing these institutions to quickly adapt to their

behaviours, preferences and expectations.

To better understand this scenario, let's dig a little deeper into these generations' main traits.

Meet the two largest generations in the world: millennials and centennials

According to recent studies, **millennials** are those born between 1980 and 1995, while **centennials** (also known as Generation Z) were born from 1996 to 2010.[3] Together, they make up for almost **60% of the world's population.[4]** Let's meet both of them and understand their main differences:

Although it's not yet clear the year limit of GenZ, some studies are starting to talk about a new generation called **Gen Alpha,** born from 2010 to approximate 2024. Since they are

mostly still in elementary school or kindergarten (or some are not even born yet!), they are still not higher education institutions' target markets, but soon they will be.

What do we know about them so far? They will be co-creators and their leadership style will be all about inspiring. Their learning style will focus on virtual environments, they will seek advice and/or influence mostly from chatbots or conversational bots, and they will be drive by real-time marketing.[7] By 2025, they are expected to reach 2 billion people around the world and will be the most educated generation in history.[8]
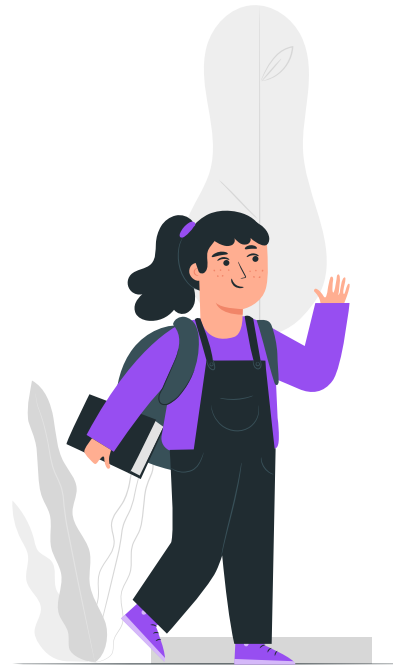
Millennials

→ Born between 1980 and 1995.

→ Marked by September 11th, 2001.

→ Discoverers of technology where options appeared limitless.

→ Social media pioneers.

→ High expectations for information.

→ Average access to three screens.

→ Interactive learning style.

→ Supporters and guiding leadership style.

→ Driven by online, linked marketing.

Centennials or GenZ

→ Born between 1996 to 2010.

→ Marked by global financial crisis of 2008.

→ Born with technology.

→ Mobile-native generation.

→ Average access to five screens.

→ High expectations for instant information.

→ Hybrid and multi-modal learning style.

→ Collaborators and empowering leadership style.

→ Driven by digital & social marketing.
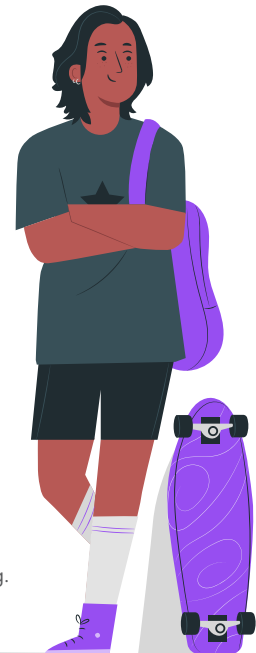
Sources: McCrindle[5] & Power Reviews[6]

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New behaviours and preferences

So now that we met these generations, let's take a closer look at how they want to communicate with brands, companies and institutions.

- **Immediacy:**
Millennials and centennials are all about "now". In fact, their **attention spam dropped from 12 seconds to 8 seconds.[9]** This doesn't mean they are impatient though, they rather value their time in a crowded, over-loaded digital environment.

12 to 8
Seconds
Drop in attention spam.

- **Huge amounts of information and transparency:**
These digital generations have grown up using the internet for everything, specially to research before making a decision. Either on forums, social media, Google or review platforms, they want to make informed decisions and are used to looking everything up. In fact, **95% of centennials read reviews and two thirds even read up to 4 reviews before making a purchase.[10]**

95%
Of centennials read reviews before making a purchase.

- **Personalization:**
Students (just like all modern consumers) expect personalized experiences. This doesn't mean just calling them by their name on an email or message, but rather offering an experience tailored-made just for them. That means sending them relevant proactive reminders or suggestions based on their interests, but it also means being there for them whenever and wherever they might need your support.


52%
Of consumers would leave a brand if it didn't have a personalization strategy in their communications.

- **Delivering an omnichannel experience:**
This means providding the same experience on multiple channels. Today more than ever,

young people interact with other users and brands through [WhatsApp](#), [Instagram](#), [Facebook Messenger](#) or webchat. They demand communication that is omnichannel, one that's coherent and consistent on all digital channels they use to interact with the company.

Omnichannel Experience
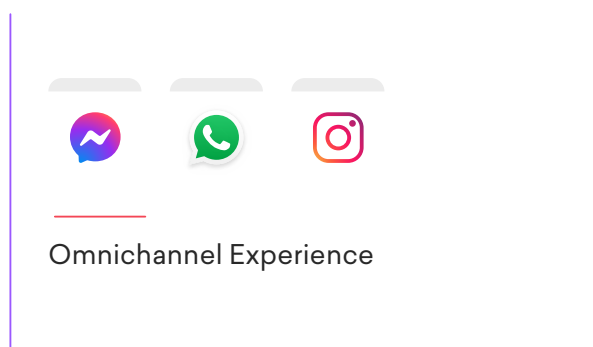
- **24/7 Availability:**
According to Salesforce,[11] **71% of consumers despite their age believe that having customer service channels available 24/7 has a positive impact on their brand loyalty.** Today, online interactions are defined by hyperconnectivity. Businesses and institutions that want to thrive must find ways of making interactions easier at any time, any place.

- **Interactions and conversations:**
Forget about the old days when online users would expect one-sided communications. Millennials and centennials grew up in a digital environment where interactions and conversations were the main form of communication, instead of passively consuming information on different websites.

They ask questions on Reddit, comment on Instagram posts, leave reviews on Google, or even have a YouTube channel or podcast to showcase their opinion. In fact, **79% of centenials would leave a brand if they couldn't ask a question about their product o service.**

Therefore, interacting oline is their main form of communication and they expect to do the same with businesses. That includes reaching out on WhatsApp to their school to ask about their tuition, or asking questions about a class' material to a conversational bot. Either way, schools should be ready to interact.

Connecting and engaging with new generations

In a world of highly digital connected generations, educational institutions have struggled for years to understand students' new behaviours. Let's take a look at their main challenges:

Attracting students and turning website visitors into leads. Anyone who works in marketing or sales knows this. There are more and more institutions and universities that teach remotely and that offer new and innovative careers. In this scenario, digital marketing is a key aspect to grow revenue, acquire new potential students and retain existing ones. There's nothing easy about getting users to browse your website, get through all the stages of the funnel and

becoming really interested in your academic offer.

Understanding and interacting with students takes time and effort. Like we mentioned, students today are very different. Now more than ever, they interact through different channels simultaneously, such as Instagram and WhatsApp. They expect speed and efficiency to resolve their issues in an omnichannel way. Traditional student assistance is usually unable to keep up with their ongoing demands.

It's impossible to manually handle a high volume of inquiries. Unless your team is huge or available 24/7, answering questions on time and correctly might be a pipe dream.

In this changing era, **staying on track and optimizing time is a real challenge.** If the pandemic taught us a major lesson, it's this: everything has an expiration date, and current goals might drastically change tomorrow. Instituions can't get stuck on old processes or rather be flexible to adapt their strategies as the context demands. After COVID-19, one thing's for sure: they need to be ready to migrate 100% to digital channels to continue educating if a crisis demands it.

Providing a personalized experience is hard, especially when you don't really know your students. To get to know them better, businesses need data. And, to collect, organize and interpret data, they need the

right technology. With this information, institutions will be able to know what their students need and update their strategy accordingly.

Lastly, maintaining an empathetic, modern and efficient student experience requires a whole new strategy. This was especially true during the pandemic, but even now as we are going back to normal, students still expect a hybryd experience, combining the best of the classroom and online education. This means continuing delivering online support to help them throuhgout their whole school process, from enrollment and application to exams and homeworks.

If you identify with some (or many) of these points, we have good and bad news for you. Let's start with the bad one: Yes, you have a problem that must be solved. The good one? You also have a lot of opportunities to further improve and develop your school. It's time to change your perspective and look for new ways to get around these obstacles.

And that's when technology comes into play.

03.
Conversational Platforms with AI for Education

Technological development has an enormous impact on everybody's life. Here we'll analyze in detail **two key technologies for strengthening your school's digital experience:** artificial intelligence and conversational platforms.

Artificial intelligence

In today's business environment, technology is a must-have to make procedures more efficient both for schools and students.

In that sense, artificial intelligence is more and more available for not just educational institutions but for companies in general to implement innovative strategies. In fact, according to Juniper Research, global expenditures on artificial intelligence will reach **7.3 billion by the end 2022**, compared to 2 billion in 2018.[12]

Furthermore, its value in higher education reached **$1 billion in 2020** during the

pandemic and it's expected to **grow at a 40% compound annual rate from 2021 to 2027.**[13]

For some institutions AI was a way to innovate and stand out from the competition. For most of them, however, it became a matter of survival in times of social distancing, school closures, and remote learning.

During 2020 and 2021, **artificial intelligence surely took over many business areas to continue operating.** But being an ally in times of crisis is not AI's only functionality. Today, companies and brands are realizing its impact on revenue, customer experience, and sales. Particularly, schools, universities and other educational institutions discovered a wide range of benefits to keep up with the modern, Gen Y or Z student.

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Companies implementing AI

61%

Of the people who use AI, use it to identify opportunities in data that would be otherwise lost.

46%

Sales and Marketing.

40%

Customer Service.

Artificial intelligence in Education

The use of AI in education started with a scramble to implement reliable, secure mea of real-time communication between faculty and the student body in times of social distancing. Without the ability to perform any university functions in person, this shift spread beyond remote education. **It became necessary to file applications, conduct**

exams, and perform all other university workflows in a digital format.

Under great duress, the universities of the world completed and refined their initial digitalization efforts. While institutions may discontinue some of these measures after the end of the pandemic, the basic infrastructure, technical knowledge, and digitized bureaucracy will remain in place. On the other hand, though, it seems likely that **universities will move even further in implementing the tools of the data revolution to drive better results and greater efficiency.**

Far from doing the minimum and eagerly waiting to turn back the clock once the pandemic ends, many universities have begun digital transformation efforts. The forced innovation of recent years has brought institutions to appreciate the potential for technology to help fewer faculty members provide better services to a greater number of students. Nearly every higher learning institution can benefit from machine learning, algorithms, AI chatbots, or other hallmarks of digital transformation. There are four key areas where you can already see the positive results that technology is bringing to universities:

- Reducing instructor workloads
- Streamlining bureaucracy
- Providing a more connected, supportive environment for students
- Facilitating deep analytics that promises to drive innovation into the future

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Of course, technology cannot replace the expertise of a seasoned educator or make strategic decisions about running the university. T**he future does not look like technology replacing human beings, but empowering them by taking on roles that don't gain a value-added effect from a person doing them.**
Much of the work that instructors do consists of grading exams and otherwise dealing with paperwork that automation can at least partially eliminate. With the ballooning administrative costs that universities have seen in recent decades, **this represents a tremendous opportunity to make the cost of education more accessible.**
Automation is just one way that artificial intelligence is transforming higher education, though, and the simplest one at that. Beyond reducing costs and improving morale, AI brings many opportunities to improve the quality of the education experience.
For one, it's fundamentally changing the way that universities interact with their students, from the application process through to graduation. Algorithms are flagging which students are more likely to struggle academically and identifying early signs they're lagging behind, which paves the way for proactive interventions. **While the university has traditionally been a passive, reactive element of the student experience, technology empowers it to be active.**

Conversational platforms with AI

Conversational Platforms 101

More and more companies are implementing chatbots for automating processes and making the customer experience more efficient. **By 2024, Global Market Insight estimates that the chatbot market will exceed more than 1.3 billion dollars.**[14] That number is impressive, but what exactly is a chatbot?

Oxford dictionary defines "chatbot" as "a computer program designed to simulate conversation with human users, especially over the Internet." Also known as a "virtual assistant", a chatbot is designed to understand specific questions with specific answers.

If there's one thing that makes chatbots stand out, it's their ability to answer a question instantly, which means grabbing the interest of a potential customer before they're gone. Whether integrated into a website or in different messaging apps, chatbots work 24/7.

The thing is… **chatbots can answer specific questions, but they can't really establish conversations.** All kinds of brands and institutions used this technology to automate frequently asked questions, but soon discovered that they were very limited when interacting with external customers. This is why, overtime, artificial intelligence nurtured

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the rise of conversational platforms.

While a bot or a chatbot is limited to answering through structured flows, **a conversational platform powered by artificial intelligence** is able to interact with users in a smooth and unstructured way, establishing natural conversations that truly add value. They can also identify the real intention behind text, understanding queries regardless of the way they were formulated.

But not only that: the thing about conversational platforms is that they also adapt automatically to multiple channels (providing omnichnnannel interactions), offer live chat tools to empower agents, provide metrics and analytics to optimize its own performance, and integrate easily to other platforms, among other things. In other words, they are not just a question-answer kind of tool, they are and **end-to-end customer experience solution that can assist users throughout entire processes.**

As you would imagine, this technology was a major ally during the pandemic, as many companies turned to it to continue operating in times of quarantine. But, as we go back to normal, there's one thing that is clear: conversational AI platforms are not going anynwhere.

→ LEARN HOW ARTIFICIAL INTELLIGENCE WORKS IN GREATER DEPTH

04.

Five Key Areas Where AI is Transforming Higher Education

So… **how are universities and academic institutions using these technologies?** How can they specifically improve everyone's experience?

If you wanted to list individual innovations that are changing the face of higher education, you could list dozens of bullet points. You can fit many of the most significant changes into five essential areas. These are:

- Marketing and Sales campaigns
- Administrative efficiency
- Student experience
- Instructor performance
- Data analytics

Next, let's take a look at how conversational AI platforms can optimize many processes in each of these areas.

1. Marketing and Sales campaigns

Digital marketing is one of the most effective ways to reach potential new students, and delivering instant, personalized, omnichannel support whenever they reach out to you will help you stand out from the competition. **Applying automation techniques throughout the customer journey can help you accelerate revenue, improve retention and deliver an overall better customer experience.**

2. Administrative Efficiency

Universities have struggled for decades with ballooning administrative budgets. These expenses have driven up the cost of tuition and strangled education spending, but it may be possible to automate them away. Machine learning has made technical automation much

more potent than before, and **it can eliminate many of the tasks that lay at the heart of the administrative balloon.**

3. The Student Experience

The student experience is an umbrella concept that covers **student retention, performance, social connection, and related considerations.** Traditionally, universities have played a minimal role in shaping the student experience and have primarily responded to problems in a purely reactive way. However, the shift to online and partially online instruction has necessitated using technology to build a more connected remote experience.

Chatbots, university-sponsored internet forums, and machine-learning-driven algorithms have been at the heart of improving the student experience both remotely and on-campus.

4. Instructor Performance

An educator needs time and sharp attention to detail to work to the best of their abilities. Even the most skilled instructor can't see everything and can chafe under the weight of their responsibilities. Machine learning is reducing these burdens by eliminating relatively superfluous tasks such as grading tests, but that's not all. **It doesn't just eliminate superfluous tasks but drives better performance in their most important task of all — educating students.**

5. Data Analytics

Collecting and analyzing vast quantities of data with AI underpins all of the aforementioned areas. It has even greater applicability beyond them which makes it essential to mention on its own. The ability of modern technology to collect and then correlate virtually infinite information has major ramifications for the application process, strategic planning, and more. It promises to give university leaders a level of vision around their operations that has never existed before, which will continue to drive innovation in new ways for the foreseeable future.

6. Marketing and Sales Campaigns

Acquiring new students each semester is becoming more challenging with new, modern, remote institutions emerging around the world. In this scenario, marketing and sales strategies play a major role in positioning your school not just to local students, but to potential scholars in foreign countries.

Conversational AI platforms can be useful to launch marketing campaigns, assist future applicants and even apply up-selling and cross-selling techniques. This technology will help your school assist incoming queries about tuition costs, degrees, campus, and other opportunities and ultimately it will help you stand out from the crowd.

First, conversational platforms can help you showcase trigger buttons on your website to start automated conversations regarding certain topics. For example, before a school year starts you can start promoting early registration by adding a trigger button that take users straight to the automated conversation.
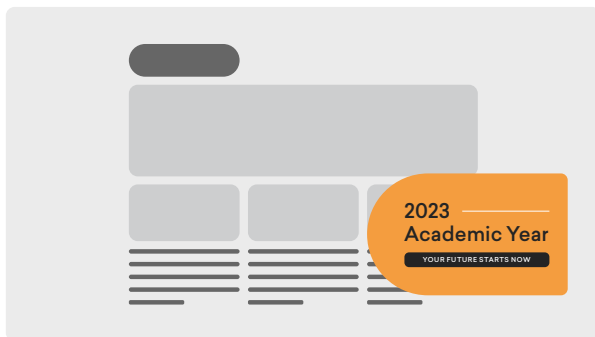
This is also knows as **Conversational Marketing,** a way to engage with potential customers by establishing enriching conversations according to their interests and needs. In the example above, a student clicked on the trigger button and started chatting with the conversational bot. The student manifests interest in the undergraduate degree of Web Design and is automatically directed to its website section.

With this conversational strategy, you can enhance your conversations by using images, gifs, emojis, videos, buttons and other complements. This will make interactions more dynamic and fun!
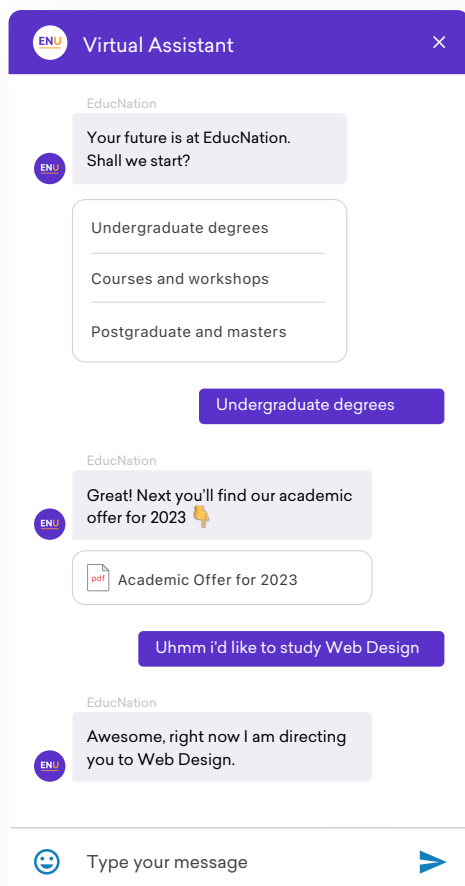
Another way this technology can help you is by automating lead generation processes. First, it identifies potential students through the conversations it establishes with them to later capture their contact information and automatically transfer ir to your CRM. Later on, you can nurture them by sending them relevant information regarding registration and admissions through email or WhatsApp Campaigns.


With **Aivo's Engage**, you can start conversations with your prospects or students on WhatsApp by sending proactive notifications about classes, exams, faculty processes, and new courses or workshops.

Learn more about Engage.

7. AI is Streamlining Administrative Labor

According to the American Council of Trustees and Alumni, **administrative costs in higher education grew by 1.4% annually** in the years leading up to the pandemic. On the other hand, investment in spending only increased by 0.7% annually across the same timeframe. According to Yale's financial reports, for instance, they've **increased their administrative staff numbers by 44.7% from 2003 to 2021 while only seeing a 15% increase in students living on-premises.**
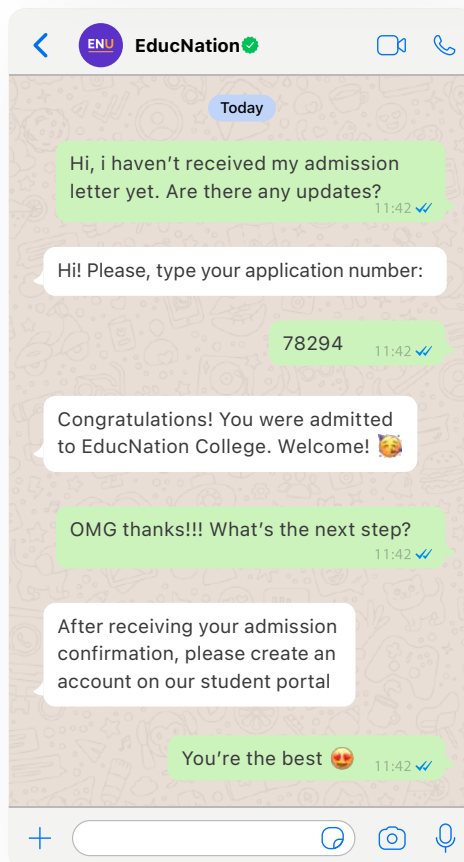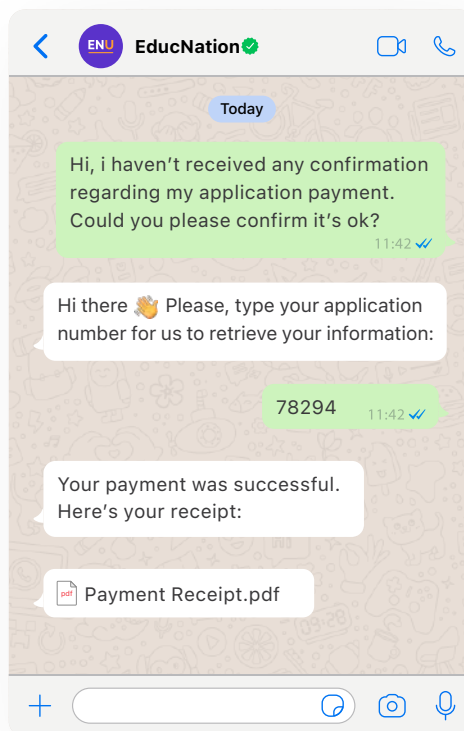
This is the most extreme example among Ivy League universities, but it illustrates a broader trend. The reasons and merits of administrative expansion are a subject of hot debate, and at least part of it is a matter of coping with growing government regulation. Regardless of these details, **machine learning and AI present a tremendous cost-cutting opportunity for administration.**

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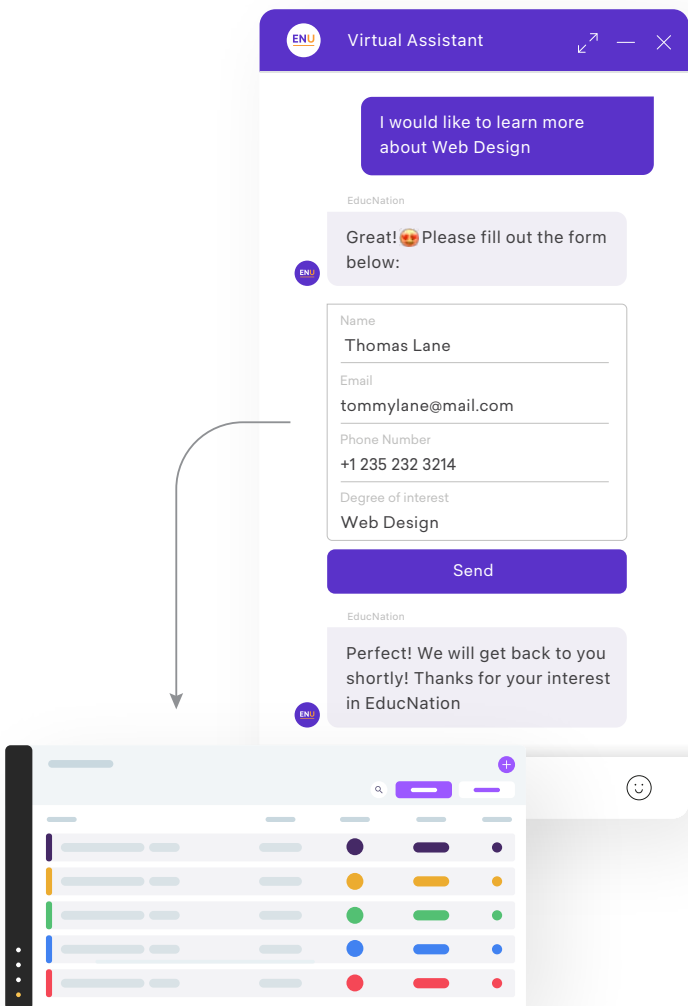
Admissions is one process that stretches administrations staff quite thin. It's necessary to pursue early deposits, connect with students, select applicants, and more, and all of this requires time and labor. Thankfully, conversational AI platforms can take over the majority of these student interactions while providing faster, more accurate service.

Machine learning can even support the application decision-making process, by identifying trends in past graduates and identifying the new applicants who are most likely to flourish. Ascertaining points about motivation and personality traits can help make difficult decisions about potential applicants considerably easier.

Another major point of time-consumption in the office is data entry tasks. Filling out forms, tracking documents, and similar problems consume a great deal of labor time. Digitizing your processes will simplify them and reduce related expenses, but you can go a step further with automation. By implementing suitable smart processes, you can automatically fill in all identical fields across paperwork pertaining to a student. This is only the beginning of the administrative labor that you can replace entirely by using AI. The technology can sort and respond to emails, manage schedules and billing, and much more.

EducNation ✔

Today

Hi, i haven't received any confirmation regarding my application payment. Could you please confirm it's ok?
11:42 ✔✔

Hi there 👋 Please, type your application number for us to retrieve your information:

78294   11:42 ✔✔

Your payment was successful. Here's your receipt:

📄 Payment Receipt.pdf

EducNation ✔

Today

Hi, i haven't received my admission letter yet. Are there any updates?
11:42 ✔✔

Hi! Please, type your application number:

78294   11:42 ✔✔

Congratulations! You were admitted to EducNation College. Welcome! 🥳

OMG thanks!!! What's the next step?
11:42 ✔✔

After receiving your admission confirmation, please create an account on our student portal

You're the best 😍   11:42 ✔✔

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Siglo 21, one of Argentina most prestigious universities, decided to use artificial intelligence solutions to respond to the new needs of its students. Their goals were to be available for students 24/7, including outside support hours, and deliver personalized experiences for each one of them.

To configure the bot, Siglo 21 created a team that performed daily evaluations on student requests and their satisfaction in terms of the answers. They're continuously improving the bot's content, voice, and tone based on that constant analysis.

The virtual assistant also learns on its own as it interacts with the user. This developmental learning lets students receive immediate answers without help from a live person.

Currently, the bot provides information on subject areas and their courses, exams, scholarships, registration, payment processing, help for accessing and using platforms, and contact information.

As a result, they were able to automate more than **170 thousand conversations**, with an **average time of 46 seconds.** They also have a **96% retention rate** through the chatbot.

Learn more

8. AI Is Making the Student Experience Better and More Inclusive in a Remote World

With the rise of remote education, connectedness has been a major concern for universities. Even before implementing AI, instituting official online forums for students to communicate and share has been one example of the importance of technology. Remote learning has given universities a greater responsibility in the lives and conduct of their students, and has pushed them into a more active role. The rise of machine learning programs that can predict whether a student will struggle, or identify early signs that they're at risk of dropping out exemplifies this.

Students have also been able to take exams at home and continue their education in spite of COVID, thanks in part to machine learning applications that detect behavior that indicates a likelihood of cheating. Programs that directly serve students and enhance their experience are some of the most important applications of machine learning.

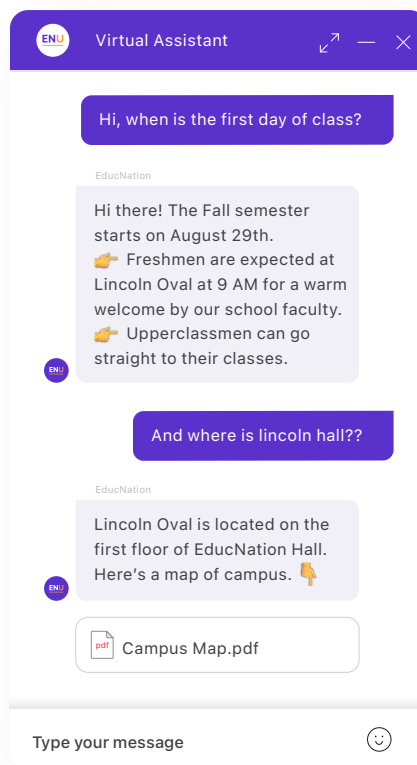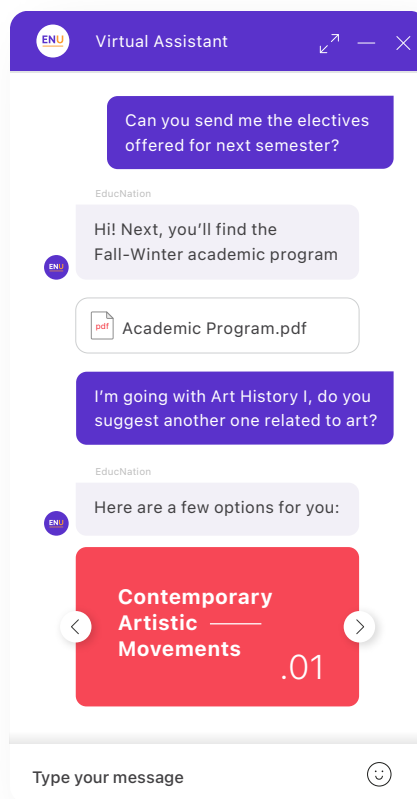For instance, **machine learning has produced advanced chatbots that can answer student's queries at all times.** If someone needs to know where a room number is or any other obscure piece of information, they can find it in an instant. This isn't the only way that machine learning supports a better student experience, either. Adaptive learning is another major breakthrough, as it can equip every student with a personal tutor.

No instructor has the time or opportunity to customize their instruction to every student, but **AI is personalizing the student experience in powerful ways.** Not only can programs follow test results and ascertain the level a student is at, but they can also identify the specific areas they're struggling. Other applications of AI can instantly turn any textbook into a study guide, with chapter summaries and unlimited practice testing.

One problem with education, traditionally, has been that it generally has to suit a one-size-fits-all mold. However, personalizing education and following each student's performance was never possible at the scale a university demands. This is no longer the case, though, thanks to the breakthroughs in applying machine learning to education. From the perspective of the student, **the tailored experiences that machine learning can offer are likely the most consequential AI innovations.**

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9. AI is Reducing Instructor Workloads and Empowering Effective Education

The work of a university professor isn't fixed, but it extends well beyond the time they spend lecturing. While their lectures are the most valuable service they provide in the eyes of students, these are the tip of an academic iceberg. Hours of preparation and planning go

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Virtual Assistant

Can you send me the electives offered for next semester?

EducNation
Hi! Next, you'll find the Fall-Winter academic program

pdf Academic Program.pdf

I'm going with Art History I, do you suggest another one related to art?

EducNation
Here are a few options for you:

Contemporary Artistic —— Movements
.01

Type your message

Virtual Assistant

Hi, when is the first day of class?

EducNation
Hi there! The Fall semester starts on August 29th.
👉 Freshmen are expected at Lincoln Oval at 9 AM for a warm welcome by our school faculty.
👉 Upperclassmen can go straight to their classes.

And where is lincoln hall??

EducNation
Lincoln Oval is located on the first floor of EducNation Hall. Here's a map of campus. 👇

pdf Campus Map.pdf

Type your message

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into each lecture, and hours of administrative work often fill the day otherwise.

Machine learning can save time by auto-grading many tests, and even assist with grading complex tasks such as essays. It also empowers instructors to craft better lectures in less time and to identify trends that any individual would struggle to pick out.

During the grading process, an AI program can collect data about the questions that students are missing and pick out trends. It would take hours for a human to correlate data in the same way, but an AI-assisted professor will be able to find these trends instantly. This can help give instructors greater direction in their planning, reducing the time they need to devise a lecture while helping them target specific pain points for their students.
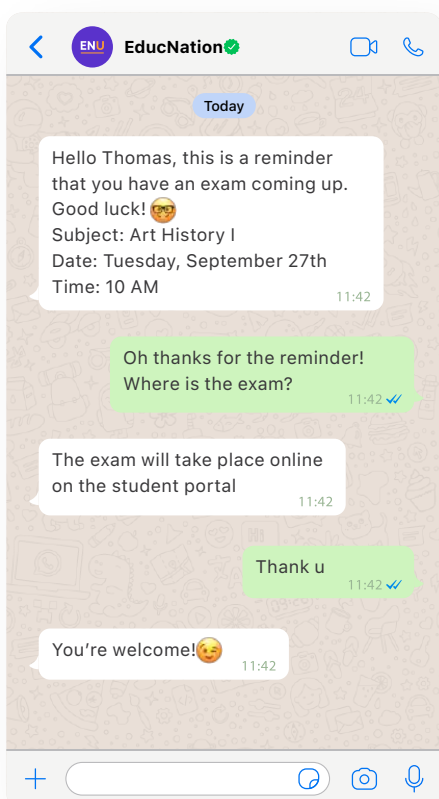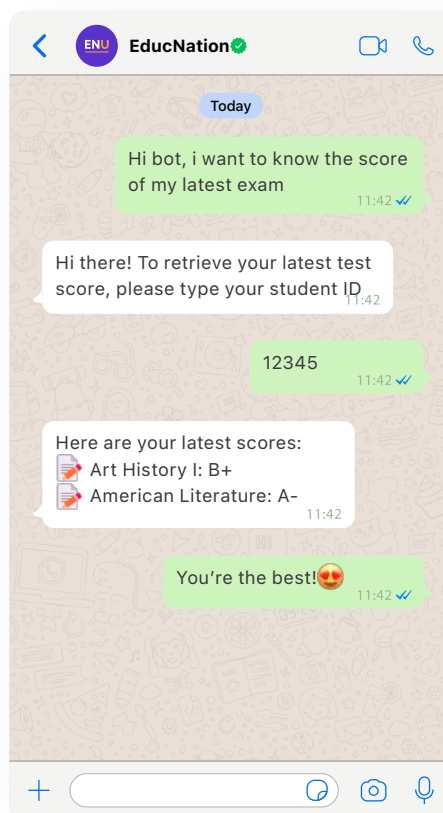
When people speak of AI, there's often a reflexive fear of being replaced but the relationship between instructors and machine learning programs goes to show that this isn't anything to fear. **Rather than replacing instructors, AI is eliminating the most mundane elements of their work and assisting them to deliver better results.**

10. AI-Powered Analytics Are Powering Further Refinement In Higher Education

The heart of education's traditional innovation problem may well be how difficult it is to track, measure, and prove ROI in the context of

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information work. While inertia has been the norm in higher education, alternative institutions and innovative individual practices have existed.

The final historical obstacle to university innovation is that the **difficulty of measuring results empirically** has reduced past innovation to individual, scattershot attempts. The revolution in data is that it's finally practical to take an evidence-based approach to the process of refining information work.

This explosion in data-processing capability is foundational to all of the existing improvements that AI has instituted in higher education. It extends beyond them and more generally gives university leaders the ability to produce statistics that relate to virtually any element of university operations.

If a professor wants to propose a new way of teaching, machine learning-powered algorithms can turn virtually any point into an actionable KPI. After completing a trial run of this new process, it will be possible to have a clear picture of its advantages and disadvantages. But this is only one example of how AI empowers leaders to take a scientific approach to leadership. While technology has already transformed higher education, the potential it has to continue transforming higher education is incalculable.

Conversational AI platforms often provide a wide range of metrics to provide information regarding its own performance as well as users multiple ways of interacting with it. In this way, you can gather valuable data to better understand your audience and continuously improve your strategy andcontinuously improve your strategy.

05.

How Machine Learning and AI Will Continue Transforming Higher Education in the Future

Today, there are already numerous practical applications for artificial intelligence, algorithms, and machine learning that individual universities can employ. There are innumerable applications for these programs, with applicability that's improving both remote learning and traditional education. Even greater change is on the horizon, as universities find new ways to apply their technologically-driven tools.

One outcome to look forward to is the true globalization of knowledge. Today, universities in poorer nations around the world face many obstacles, including access to high-quality teaching materials. With online courses and training tools becoming increasingly available, **large parts of the**

educational experience have become infinitely transferable. As such, leading universities may be able to profitably uplift students and institutions around the world.

While changes as great as this still lay in the future, technology has already instituted radical, positive innovation in higher education. The advancements that began as placeholders following COVID-19 are here to stay, and **we can expect a culture of continuous innovation in the sphere of higher education.** With each day that passes, it appears more likely that we're heading for a world where technology finally overcomes many of the greatest limitations of education.

There are many partners that universities can

turn to for assistance in embracing the future. **At Aivo, we've developed an** [industry-leading conversational AI platform](#) **that brings proactive, personalized guidance to education.** It uses machine learning to track each user individually and provide tailored responses, guidance, and information as needed.

Our platform can respond instantly on a 24/7 basis to find virtually any information for applicants and students alike. Whether they need to know about exam dates or course fees, the right answer will always be at their fingertips. Furthermore, you can integrate the program with platforms like [Zendesk](#) or [Genesys](#) to effortlessly expand your student service. If you're looking to take your next step forward in digitalization and student service, we're here to help.

Final Recommendations for a Successful Online Strategy

This ebook is coming to an end, but before we go, let's go over some key takeaways:

1. Immediate, 24/7 attention:

As me wentioned before, delivering immediate responses at all times will help you be there for your students whenever they need you. And the more information you add to your conversational platforms, the more efficient and empathetic their experience will be.

2. Omnichannel experience:

Young people are usually the ones to discover and try new channels and messaging apps. They often run away from platforms where most adults are, which means that is a constant challenge for brands and institutions to keep up to date with the "cool" apps. Today it's Instagram, Tiktok and WhatsApp. But this might change tomorrow and, when that happens, you should be there to provide the same experience you provide on other platforms.

3. Seamless integrations:

You can have the best resources, but if they don't work together, it won't impact your business positively. It's important to add new

tools that integrate to the ones you already use. This way, it'll be easier to automate actions between different apps and provide transactional and personalized responses.

4. No-code, easy to implement technology:

We always recommend to rely on technology that is no-code and easy to implement, without needing an IT expert. Therefore, you'll only need you CX or customer support team to manage your conversational platform, allowing them to focus on its content and performance.

5. Measurement of results:

What can't be measured, can't be improved. And in order to measure, you must know what data you should take into account. There are multiple metrics for assessing your business growth. When it comes to conversational platforms, these are the main ones you should take into consideration: efficiency rate, average support time, transfer rate, feedback, and rate of queries with answers.

6. Human and AI platforms as complementary partners:

Virtual assistance doesn't replace humans. Some inquiries or issues can only be solved by a human. That's why a bot-human-bot arrangement is a must- have in automated service.

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Get to know us

About Aivo

Aivo provides omnichannel AI-powered solutions to empower companies to create simple interactions and instant solutions for their customers. Our AI-powered platform is specially developed to automate Customer Service, improve customer satisfaction, increase sales and offer better experiences.

What sets us apart is our powerful, no-code, and easy-to-use platform, our multiple AI technologies, our ability to integrate with other platforms, and a high availability architecture that complies with the highest international privacy and safety standards.

Mostly, we help companies interact with their customers and solve their queries 24/7 in an omnichannel, personalized, unstructured, and natural way.

Our conversational AI platform includes:

» Agentbot: It empowers companies to build a customer experience that respects people's time and resolves their queries instantly through natural, open, and empathic conversations through web chat, WhatsApp, Instagram, Facebook Messenger, and mobile apps.

» Engage: Solution to create WhatsApp campaigns and start proactive and valuable conversations with customers.

» Live: Omnichannel chat solution for agents with artificial intelligence.

» Help: A centralized knowledge base and a smart search engine that empowers agents and improves the self-service experience.

» Voice: Automatic customer service on telephone channels with artificial intelligence.

Talk to one of our experts to know more about how you can improve your customers' experience and increase sales for your business using artificial intelligence.

(→)   VIEW PRODUCT TOUR

Companies that trust us

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