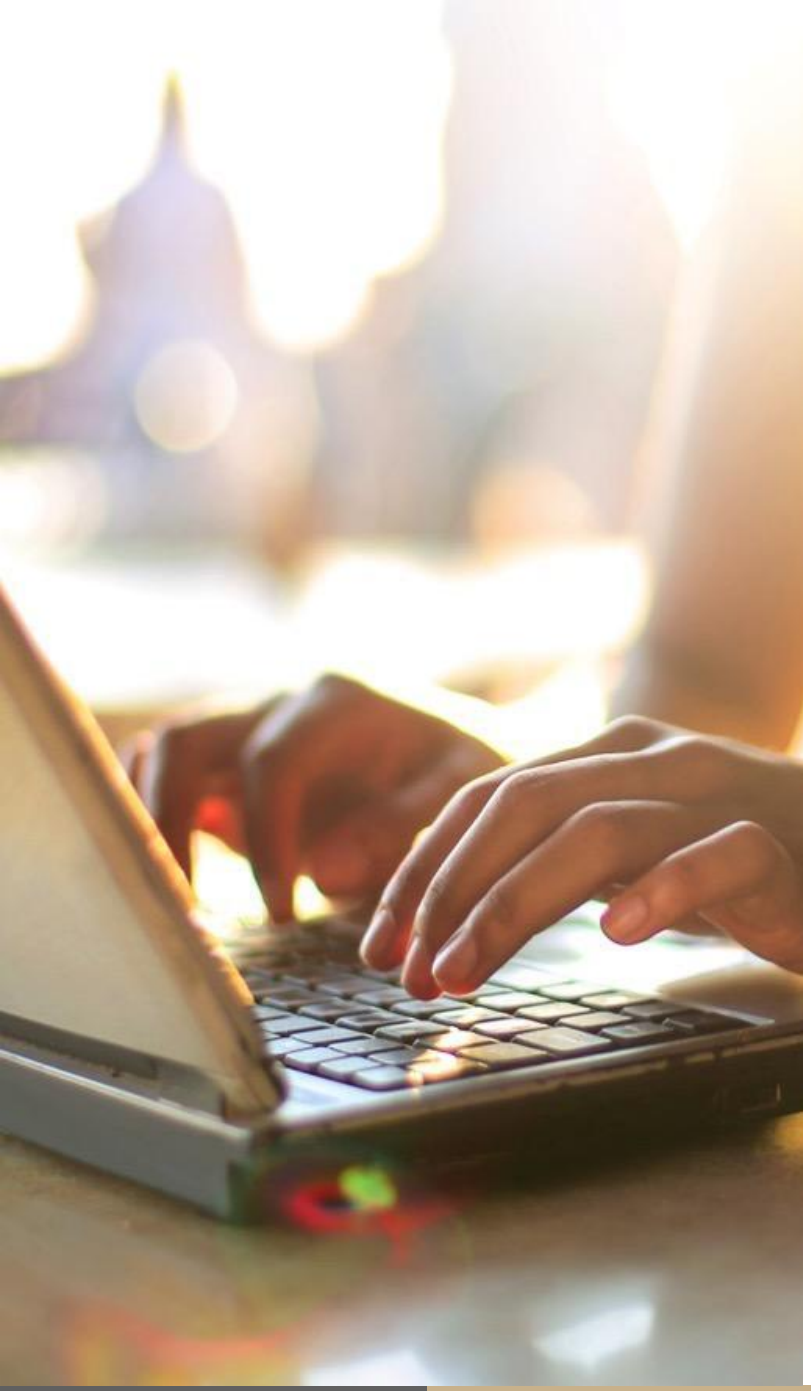
OCELOT™

ENGAGING STUDENTS WITH AI TECHNOLOGY AND CONTENT

Presented by Nick Burrell
Director of School Partnerships

4/1/2020

Shasta College



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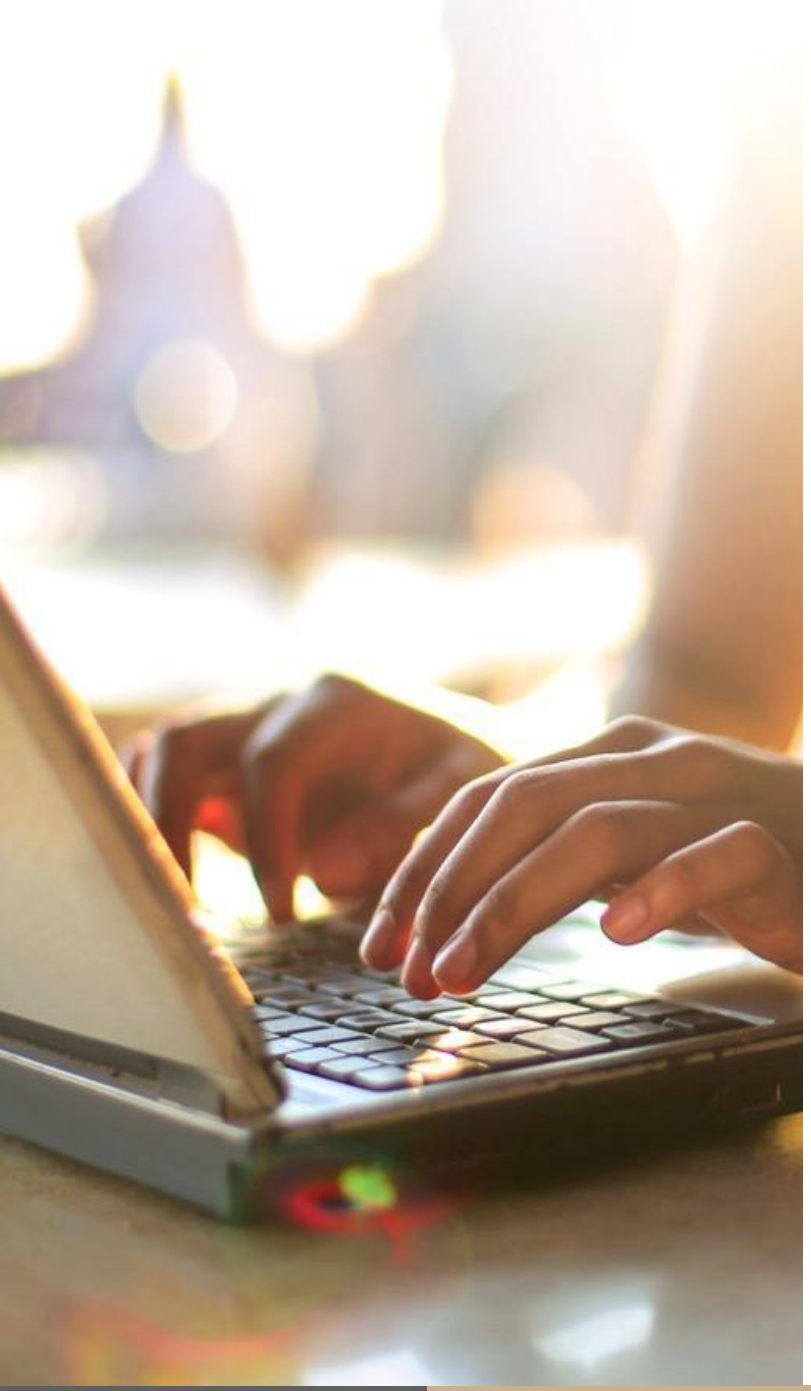
SHASTA COLLEGE

- 2 Year Public College *(Redding, California)*
  - Enrollment ≈ 9,105
  - Hispanic ≈ 17%
  - Part-Time ≈ 64%
  - Online ≈ 25%
  - Multiple campuses

- California CC Region 1
  - Current Clients: Butte College & College of the Redwoods



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SHASTA COLLEGE NEEDS & OPPORTUNITY

- Improve transparency, efficiency and access to information
- Engage with students outside business hours, 24/7/365
- Reduce high volume of phone calls, emails and walk-ins
  - Especially during peak periods
- Special interest in
  - Supporting multiple departments
  - Texting
  - Integrations *(colleague)*

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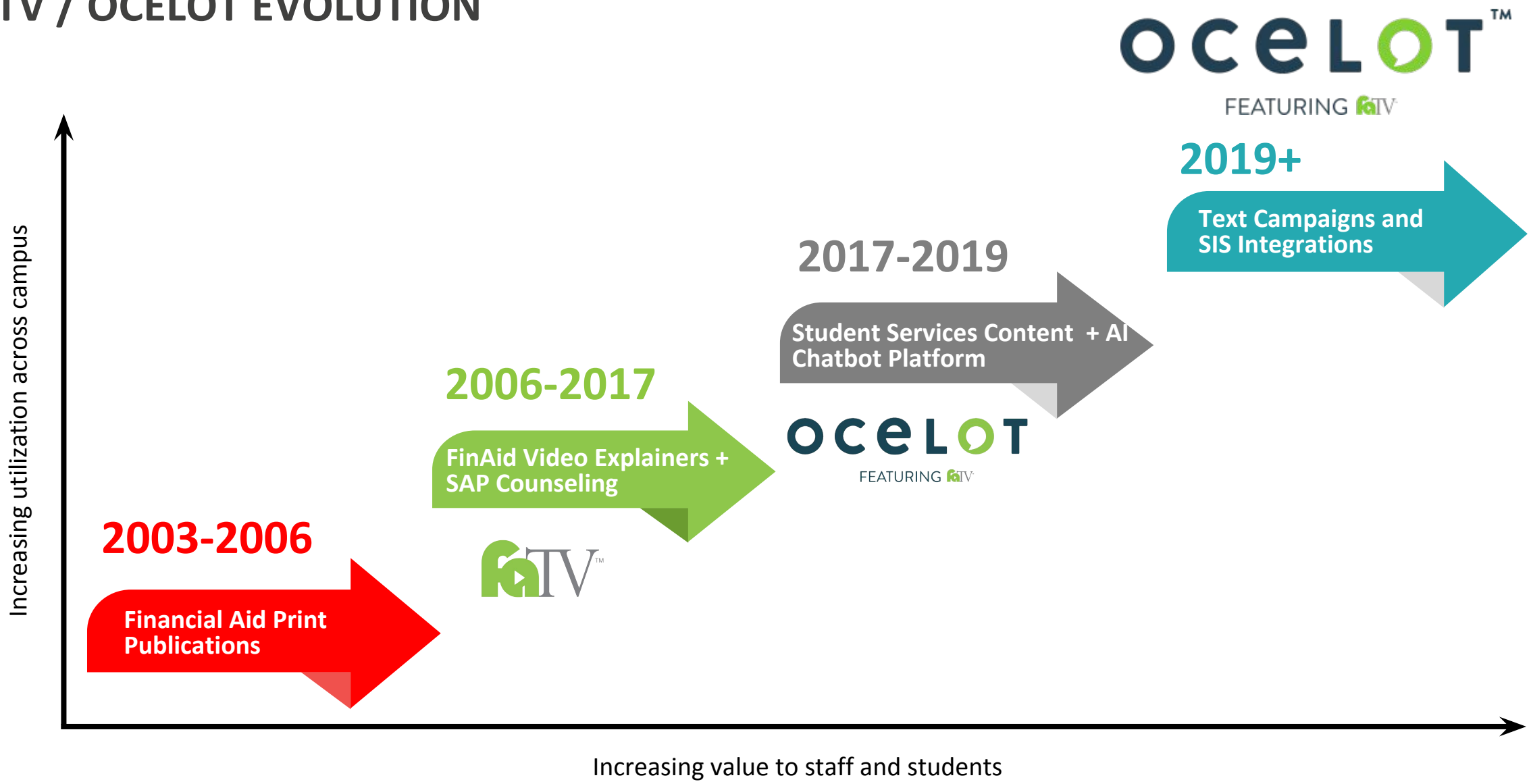
TODAY'S AGENDA

- Brief Ocelot Intro
- Benefits & Differentiators
- Chatbot Demonstration
- Q&A

FATV / OCELOT EVOLUTION



OCELOT QUICK FACTS

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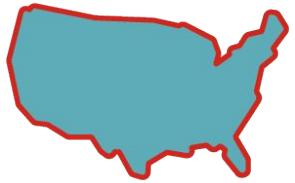
15

Years

385

Higher Ed Institutions

Largest deployed US Higher Ed Chatbot



46

States

1.5 M

2019 Interactions

CHALLENGES

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Under-Resourced for Success

Repetition

Lack of Student Engagement

Students Communicate 24.7.365

Emergency Communication

BENEFITS

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Reduction in Workload

30% Fewer Emails, Walk-Ins, Calls

Better Use of Staff Time

Ability to Handle Peaks

Increased Student Engagement

40% after hours

96.5% success

3-4 interactions per conversation

DIFFERENTIATORS

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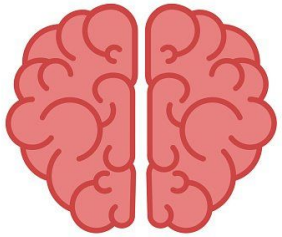
Deepest Expertise

Walked in Your Shoes, Average of 10 Years Higher Ed Experience Per Employee

Biggest Brain in Higher Ed



3,000+ Questions, 20+ Departments, 2,000+ Videos Current / Up-to-Date / Maintained

Launching is Liberating

Launch with 85% of the Content Knowledge Base Out of the Box

First Multilingual Chatbot

Spanish (BLEU Score 50+)
&
Simplified Chinese

Vietnamese & Arabic in 2020

WHEN EMERGENCIES HIT - EXAMPLES FROM TWO YEARS

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Natural Disasters
(Wildfires)

Active Threats
(Violence)

Pandemics
(COVID-19)

FULL CHATBOT KNOWLEDGEBASE GROWTH AMID COVID-19

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76 Total General Library Items (Questions + Templates) Contributed

24 General Information Questions + Financial Aid Templates Contributed

17 Housing Templates Contributed

7 Counseling/Mental Health Templates Contributed

10 Health Services Templates Contributed

21 International Students Templates (3 questions have been cross-referenced across multiple departments) Contributed

General Content + 5 Office specific areas Contributed

324 Client-Specific COVID related Questions (General Library overrides + Template submissions + from scratch) added by schools.

2 Variables (one sentence/text - one URL) Contributed

INCREASING VALUE OVER TIME

- “Powered By” Content & Languages
- Text / Nudge Campaigns
- Integration & Personal Experience
- Live Chat Partnership

EASY TO IMPLEMENT

NO IT RESOURCES

Simple & Easy

Copy & Paste Code

Save Time & Money

ON TO THE DEMO!

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THANK YOU

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For any questions or to set up a custom demo