Admissions AI Assistant Personally Engages Prospective Students to Drive Enrollment

What

- The Conversica Admissions AI Assistant for higher education personalizes your communications with applicants to accelerate your best prospective students
- Nurture new applicants and prospective students
- Drive student health checks; see if they are interested in students affairs or participating in student programs

Why

- **Reengage potential students:** Students drop out of the funnel for various reasons. Institutions must stay top of mind and find ways to engage them personally.
- **Accelerate your best prospects:** Inquiry, application, enrollment are all important milestones. Institutions must master digital efficiency to personally connect with each aspiring student effectively and affordably.

How

- Drive student health checks. Or gauge interest in student affairs or program participation.
- Facilitates one-on-one personal conversations with each prospect over email or SMS text.
- Interprets responses from prospects and automatically alerts an enrollment officer the minute interest becomes intent.

Follow-up With Active Applicants or Re-Engage Inactive Prospects

Engaging prospective students takes time, effort and close monitoring. This is just not possible for the typical enrollment team when there are hundreds or thousands of prospective student inquiries each month. Not surprisingly, some good candidates get dropped. Now you can leave early contact to Conversica®.

The Conversica Admissions AI Assistant starts engaging candidates within minutes of inquiry and continues to engage and nurture until Conversica generates an enrollment opportunity or the student opts out – which could be in one day, four months or even a year. Our Intelligent Virtual Assistants (IVAs), powered by artificial intelligence (AI), engage potential students with natural, two-way conversations at scale. Using straightforward messages that elicit genuine responses, Conversica interprets replies and uncovers important details, such as level of interest, the best number to call and enrollment timeframe. Conversica bridges the gap between recruiting and enrollment by improving the interest level of prospective students, so you can focus on students who are serious about enrolling.

Admissions AI Assistant to Engage Prospects at Scale

The Conversica Admissions AI Assistant can handle thousands of prospective students at one time, ensuring every prospective student is engaged and nurtured without fail.

- Connect with and gauge interest of prospective students in real-time
- Engage prospective students and qualify their intent
- Re-engage prospective students who indicated interest in the past
- Nurture prospective students from initial interest to enrollment intent
- Add a personalized touch to your automated enrollment process

Skills to Support Your Recruiting and Admissions Efforts from Day One

The Conversica Admissions AI Assistant has many different skills. Skills are groupings of similar conversation types that the Intelligent Virtual Assistant can have with a prospective student. The number of skills you have access to depends on the level of Admissions AI Assistant you choose (Junior, Senior, or Expert).

AI-driven email conversations allow you to focus your efforts on contacting prospective students who have an expressed intent to enroll.

Conversica Admissions AI Assistant Skills Include:

ENGAGE Demand: First point of contact to engage prospective students who recently requested contact online

ACTIVATE Unresponsive Demand: Second point of contact (after your enrollment rep attempted outreach) for prospective students who previously showed high levels of interest

REACTIVATE Dormant Demand: Proactively initiate contact with prospective students who previously expressed interest; e.g. untouched or unresponsive for more than 90 days

WINBACK Former Students: Proactively reach out to recently lost prospective students who left over 90 days ago or long-lost prospective students who left more than a year ago

PRE-EVENT Outreach: Reach out to drive attendance and schedule meetings ahead of your events; e.g. drive attendance at college admission event

POST-EVENT Engagement: Follow up with prospective students as the first point of contact to generate interest a nd set meetings after a college admissions event

ACCELERATE Open Opportunities: Contact interested students and help them advance through the admissions process; e.g. remind prospects to decide, to complete forms

CULTIVATE Early Interest: Reach out to prospective students who signaled interest but have not requested contact; e.g. followed social media profiles, consumed content

Once your prospects are students, you can use the Admissions AI Assistant to keep them up to date and engaged in student affairs and programs.

Built for Ease-of-Use with the Non-Technical User in Mind

Conversica AI Assistants combine ease of use with sophistication. Our cloud-based, software-as-a-service requires no on-site installations or upgrades. Conversica works as a stand-alone system or can be integrated with any CRM or marketing automation application.

Our AI Assistants come with many conversation types prebuilt for immediate deployment or can be updated the graphical interface to match your specific needs without the need for a technical expert. Our engineering and data science teams make sure conversations will perform so that you can focus completely on the purpose of each conversation you decide to deploy.

Explore Conversica for yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Reaching out to over 100 million people on behalf of thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.