

AI TRANSFORMATION TALES

Deliver Unprecedented efficiency in enrollment processing with AI



BACKGROUND

With a network of more than 300k alumni and nearly 10,000 employees in 27 locations, our client is a leading healthcare educator with access to world-class academic curriculums, certifications and training programs across the medical and healthcare industries. - Ranked by Forbes as one of America's Best Employers by State 2021, the client is the parent organization of more than 5 America's top universities.

As a very popular educator in the US, there were more than 300k alumni as of Jan 2023, and the entire process of enrollment has become a bit of a conundrum for the client. And this led the client to seek us to revolutionize the enrollment experience for prospective students. The objective of this partnership was to:



BACKGROUND

- Create an AI-powered Enrollment Assistant that would serve as a co-pilot to Enrollment Advisors, enhancing their efficiency and providing intelligent insights
- Offer personalized guidance to students throughout their enrollment journey, adapting to their unique needs and preferences.
- Provide valuable insights to advisors, and deliver a tailored experience to each student

However, the challenge lay in developing a system that could understand the complex enrollment process, provide valuable insights to advisors, and deliver a tailored experience to each student. By leveraging Generative AI and Large Language Models (LLM), the goal was to create a dynamic and intuitive assistant capable of streamlining the enrollment process, making it more engaging and efficient for both advisors and students alike.



THE SOLUTION

With the help of the client's operations teams and other key people, our experts analyzed the current state of how things work with their enrollment process and everything they need to know to better understand the client's requirements and expectations. As we were aware of the goal of creating an AI-powered Enrollment Assistant, we harnessed the capabilities of Generative AI and Large Language Models (LLM). This assistant was anticipated to serve as a dynamic co-pilot to Enrollment Advisors, providing intelligent insights and streamlining the enrollment process.

After explaining Proof of Concept to the client's business team, our experts began to work on the execution of the proposed solution. For the implementation of this solution, our business team had to perform the following actions:

- Facilitated easy access to relevant information with the help of Azure Cognitive Search. This enabled the efficient storage and retrieval of custom websites, PDFs, and other file formats
- Leveraged semantic search capabilities, the system could understand the context of user queries and rank relevant results.
- Incorporated a Gen AI-powered chatbot to enhance the interaction between enrollment advisors and students
- This conversational interface later proved to provide a user-friendly and engaging platform for students to seek assistance
- Developed a feedback loop which played a crucial role in refining the chatbot's capabilities, ensuring it remained effective, relevant, and aligned with the unique needs of individual students
- Leveraged the power of LLM, to generate personalized content, offering a tailored enrollment experience.

Through this comprehensive solution, the client transformed the enrollment process, making it more efficient, engaging, and personalized. The combination of advanced search capabilities, conversational AI, and continuous improvement ensured a dynamic and intuitive Enrollment Assistant, contributing to a positive and successful enrollment experience for students.



TECHNOLOGY SNAPSHOT

- Gen-AI
- Framework – Django/Python
- NLP – Natural Language Processing Model
- Azure OpenAI (GPT-4)
- Azure Form Recognizer
- Azure Cognitive Search
- Azure Cosmos DB
- Azure Webapp
- Azure BLOB
- Selenium & Beautiful Soup



BUSINESS BENEFITS

- Enhanced enrollment experience
- Increased enrollment rate
- Empowering enrollment advisors with actionable insights
- Improved enrollment efficiency
- 24/7/365 availability of Chatbot to attend students' inquiries





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