



Edutech Solution Helps American Online University to Improve Student Engagement with Interactive Website and AI Tutor Chatbot





Challenges:

The customer, a top-ranking university based in US, was in need of an engaging and user-friendly website and AI-driven learning platform

Solution:

- Aspire Systems with its innovative customizable Edutech solutions helped the customer build an interactive website for the students and prospective candidates
- We also helped the customer build an AI-driven Tutor Chatbot for students to get educational support beyond classrooms

About the Customer

Our customer is one of the Top universities for higher education in the United States founded in 1970. It has been accredited by The Higher Learning Commission (HLC) since 1990. With courses in fields ranging from Education and Criminal Justice to Health and Nursing, the University vows to bring change in the society through innovations.

The Challenges and Needs

The customer aims to have transparent interactions with the students and prospective candidates who wish to get information about the courses and programs. Many students even dropout of studies due to various reasons and more often than not, they do not get the help they need. The customer wanted to counter this problem.

However, they lacked the following:

- » An engaging and user-friendly website
- » A self-service website to have clear categories and sections to help students solve their queries
- » Quick deployment of services on the website
- » The customer also wanted a platform to enable students pursuing certain degrees get access to notes and practice papers for better support beyond classrooms





Benefits

- Website helped students considering dropout find useful solutions and get enrolled back into courses
- AI Tutor chatbot provides differentiated, personalized learning as per the needs and skills of the student using it
- Chatbot is also augmenting the customer's support services

Aspire's Solutions

Aspire Systems specializes in providing Edutech solutions including development of Knowledge Management portal, Learning Engagement systems, and Student Information System.

Aspire Systems, after thorough Design Thinking exercise carried out with all stakeholders, helped the client build a website and several microsites.

- » Thorough research was done with all stakeholders to identify suitable resources and make an engaging user flow on the website.
- » The customer launched a campaign with the help of a website developed by us to generate interest in students to enroll back into their studies.
- » The microsites we designed is content-driven, providing an illustration rich experience that guides the students through the website with MCQ style choices.
- » The user flow of the website was developed after deep analysis of drop-out reasons. The students were guided according to the problem they are facing and solutions were provided for that specific problem.

We also helped the customer develop an AI-driven Tutor Chatbot for students.

- » This Chatbot that was developed to enable students pursuing particular degrees in the client's University to practice questions based on their course content.
- » The Chatbot currently supports courses on Sociology and Masters in early childhood studies and caters to different types of question-answer patterns like choosing a fact, paraphrasing, multiple choice questions etc.
- » There is also provision for automated and custom student notes.



Benefits

- » Within one week of the release, the website captured more than **80 queries** and **5 enrollments** plus additional program enrollment requests.
- » This tutor Chatbot is augmenting the customer's support services, ensuring that students can take advantage of **academic help 24/7**.
- » The **AI tutor Chatbot** provides differentiated, personalized learning as per the needs and skills of the student using it.
- » Using insights gained from AI, teachers are planning to **target lesson plans and curriculum** to spend more time bolstering difficult skills.



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