

ASU's Lessons in chatbots ...

Sunny's First Steps

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ASU Chatbot Lessons ...

1. ASU chatbot overview
2. Recommendations
3. Success to date
4. The bottom line on chatbots
5. A closing thought on cell phone capture

ASU chatbot overview

Why chatbot? Text provides an efficient ways to encourage students to take action on enrollment steps.

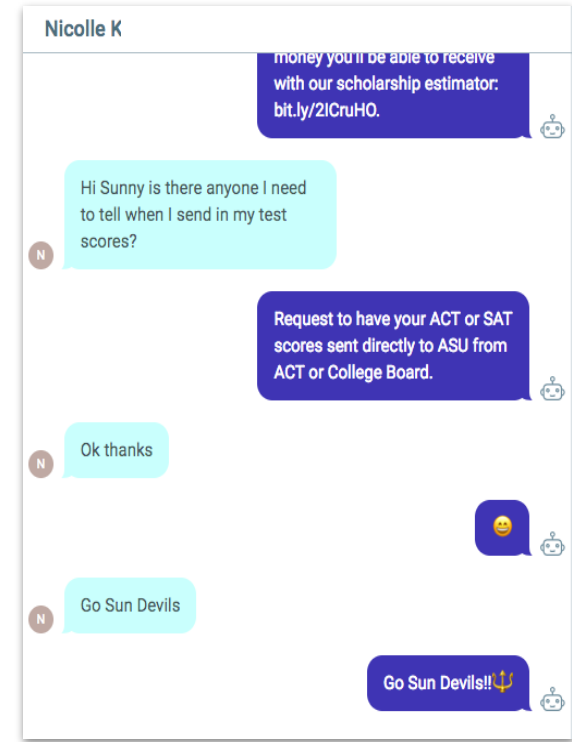
When asked why people use chat services (top answers)...

(53%) believe it helps them **resolve problems more quickly**

(45%) believe it **is more convenient** (with text, users don't need a separate service/app/platform to receive communications)

2018 initial use: Chatbot added in **February 2018** to enrollment communication strategy for all applicants (first-year and transfer populations) to support application completion, visit, orientation and fall 2018 enrollment.

2018-2019 expansion: Campaigns expanded in **August 2018** to include prospective graduate students and all currently enrolled first year students. Continued use of chatbot for fall 2019 prospective students.



Governance

External

- Telephone Consumer Protection Act
 - 1991
 - Do Not Call Restrictions
 - Limitations on pre-recorded calls
 - Limitations on calls/texts to cell phones using auto-dialer

Source: <https://blog.admithub.com/texting-and-privacy-laws-what-schools-must-know-when-texting-students>

Governance

External

- Telephone Consumer Protection Act
 - Nonprofit, tax exempt not subject to same standards (schools)
 - Oral or express consent—Common Application or opt-in on web inquiries/contact cards
 - If student provides cell phone number, can assume consent
 - NACAC—“nonprofit colleges and universities should not be concerned. . .”

Source: <https://blog.admithub.com/texting-and-privacy-laws-what-schools-must-know-when-texting-students>

Governance

External

- Best Practices
 - Opt into messages with written express consent
 - Text message content ONLY pertinent to university (not commercial purposes)
 - Immediate and easy opt out (“unsubscribe” or “stop” or “pause”)
 - Immediate recognition of school and reason for text
 - FERPA still applicable (use FERPA compliant system vs. personal phones)

Source: <https://blog.admithub.com/texting-and-privacy-laws-what-schools-must-know-when-texting-students>

Governance

Internal--Structure

- Proof of concept projects occurring around AI, chat/chatbot, and texting at the university
- A steering committee with cross-functional and technical representation from these projects
- Use cases and requirements
- Enterprise system implementation strategy

Governance

Internal--Communications

- **Prospective students** managed by Enrollment Services Communications
- **Continuing students** managed through Student Success Innovations (VP undergraduate education)
- Provost approval required for communications that go to all students
- Content management group for notifications sent through ASU Mobile App

Recommendations:

1. Prepare for implementation.

Enrollment teams spend **10-12 weeks prior to launch** writing ASU-specific answers to frequently asked questions and building initial campaigns. **We recommend dedicated at least 3 months.**

AdmitHub provided a baseline set of questions **based on their past implementations**, from which we began customizing to ASU.

Over 2,000 answers were crafted by enrollment staff with consistent voice and tone.

Questions with no clear answers get escalated to staff through an email interface. Students are texted that a **“human is helping me find the answer.”**

Persistent, ongoing maintenance of answers are required.

Tell me a fun fact about Arizona State	We were founded in 1885. Before we became the Sun Devils we were known as the Owls and then the Bulldogs.
Does Arizona State have a Forensic Science major?	Yes, visit asu.edu/degrees and search "forensic science" for details. 🔗
does Arizona State offer vegan and vegetarian options	Yes, it's easy to follow a vegetarian or vegan diet at ASU: Lettuce show you how at bit.ly/asu-vegetarian 🥕🌱🥗
How do I decide how much money to borrow?	Borrowing money is a big deal. Debt can affect you for years after you've finished school, so you should only borrow as much as you need and no more. You should decide how much you can afford to borrow based on your and your parents' income, the school you want to attend, and what you expect to earn after you graduate.
how can I submit my immunization record	You can submit your immunization documentation to ASU Health Services by fax at 480-965-8914 or email at immunizations@asu.edu

This is an example of our knowledge base. Specific answers help drive better engagement.

Recommendations:

2. Create campaigns that target specific students who need to take action on specific transactions.

Campaign Script

Hi **First Name**, Sunny here. I want to let you know that your ASU admission specialist will be in your area soon.

Sign up for a one-on-one conversation with your specialist to get answers to all of your questions about attending ASU.
<http://bit.ly/MinnesotaSunDevilChat>

Recruitment Sunny Campaign Example: Coffee Conversations

Sent to admitted students in target out-of-state markets inviting students to one-on-one coffee shop conversation with their recruiter. Chatbot campaign click rates have nearly doubled versus coffee conversations email campaigns. **336 coffee conversations completed in fall 2018** originating from Sunny text campaigns.

Campaign Script

Hi **First Name**, Sunny from ASU here. You haven't picked a room with ASU Housing yet.

Can you choose one of the following options to tell me why?

- [1]: Looking for roommate
- [2]: Might change major
- [3]: Waiting on another admission decision
- [4]: I need help
- [5]: Other

Current Student Sunny Campaign Example: Housing Nudges

Sent to 778 current, first-year students who touched ASU's Housing Portal but didn't complete the process by selecting a room. By providing prompts, academic advisors were able to have specific follow-up conversations on reasons behind housing decisions. **48% of campaign population engaged.**

FAFSA reminder sent 10/11/18 to 15,641 new to ASU undergraduate students

First Year Sunny: The FAFSA shows you how much free federal aid you're eligible for. It takes about as long to complete the FAFSA as it does to drink a latte. 😊

First Year Sunny: Hopefully you'll get a latte aid! 😊

Hopefully you'll get a latte aid!



Y What is the FAFSA?

FAFSA is the Free Application for Federal Student Aid in the form of grants, loans and work-study. It also helps determine how much non-federal aid you qualify for.



J scholarships



ASU offers a number of different scholarships. Go to bit.ly/asu-scholarship and click on Scholarship Search to browse available scholarships and their stipulations.



Y Where I can get FAFSA form,

You can fill out the FAFSA online at fafsa.ed.gov



J american scholar

Visit bit.ly/asu-finaid-naus to learn more about the New American University Scholar program! 📖



Scholarships for Geographic Alumni Chapters

Campaign Script

Hi, **First Name**. Sunny here to remind you about this ASU scholarship <http://bit.ly/ColoradoScholarships> for students from Colorado.

The application is due this Fri



Chapter	2018 Deadline	Number of Apps in Portal	2019 Deadline	Number of Apps in Portal	% increase
Austin	30-Apr-18	3	29-Mar-19	26	766.7%
Chicago	13-Apr-18	16	29-Mar-19	43	168.8%
Colorado	30-Apr-18	6	29-Mar-19	25	316.7%
Dallas/Ft. Worth	30-Apr-18	2	29-Mar-19	8	300.0%
Georgia	6-Jun-18	6	29-Mar-19	11	83.3%
Houston			mid-May		
Las Vegas	13-Apr-18	4	29-Mar-19	8	100.0%
Los Angeles	30-Apr-18	14	29-Mar-19	21	50.0%
National Capital	20-Apr-18	4	29-Mar-19	16	300.0%
New York	30-Apr-18	5	29-Mar-19	26	420.0%
NorCal	29-Jun-18	14	29-Mar-19	27	92.9%
Old Pueblo/Tucson	15-Jun-18	16	29-Mar-19	30	87.5%
Orange County			mid-May		
Prescott	18-Jun-18	2	29-Mar-19	11	450.0%
San Diego	30-Apr-18	10	29-Mar-19	28	180.0%
Seattle	29-Jun-18	8	29-Mar-19	24	200.0%
Utah	30-Apr-18	2	29-Mar-19	10	400.0%

Recommendations:

3. Use chatbot to create high value person-to-person conversations.

Example: In January in 2019, we launched a Sunny campaign for fall 2019 admitted, not-yet enrolled students to see if they would respond to a nudge to **speak to an academic advisor about where they were in their college decision making process.**

Impact: Over 700 admitted students opted in to scheduling a call with an academic advisor. One of highest engagement rates at 62.5% response rate.

Insight: This campaign created a person-to-person touch point during a critical time of year that would not have happened without the text nudge.

Tip: Providing specific times for students to schedule an advisement calls help manage expectations of students and workflows for advisors.

CAMPAIGN SCRIPT

[First Name], congratulations on your admission to ASU@Lake Havasu! Here, we work with you to create your fall class schedule.

What day and time next week would work best to call you about your fall classes? (Reply 1, 2 or 3. Please limit your response to one option.)

- [1] Monday between 9 and 11 a.m.
- [2] Tuesday between 2 and 4 p.m.
- [3] Wednesday between 9 and 11 a.m.

Thank you for selecting a time to talk to your advisor. Susie Martin will call you next week.

FAFSA verification sent 4/24/19 to 1191 Admitted Resident Freshman (Fall 19)

Campaign Script

Hi **First Name**, just a reminder that you still need to take action to complete your financial aid file and unlock your ASU financial aid package.

Would you like someone to call you in order to get that taken care of (reply Yes or No)?

Y Yes

Great! Someone from ASU will call you.

N No

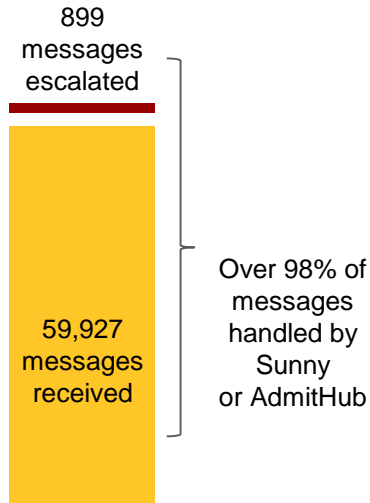
OK, no problem. Let me know if you have any questions.

31% responded

- 107 requested a phone call
- 267 said they don't want a call (note when students say no to a calling poll we just interpret it to mean they have things handled, so it's not necessarily bad to have a high number of no responses)

Success to date

We surveyed students in fall 2018 campaigns to get their opinions on Sunny. **7 in 10 students found Sunny to be helpful and informational.** Only 2% found Sunny's information to be inaccurate.



492 estimated hours of staff time saved in 2018. Students are getting automated answers that used to be handled through emails or phone calls serviced by ASU staff.

“Sunny really helped me a number of issues. **Because of her I am enrolled in classes today.** She helped me set up an appt with my advisor! She also kept reminding me to send in transcripts and it was super helpful. I thought I had run out of time to go to school this semester but Sunny helped me think it was possible.” - *Fall 2018 first-year student*

The bottom line on chatbots



ASU is continuing to invest in chatbot as a communication tool for prospective and current students.

When added to a portfolio of communication channels, chatbots can save staff time, enhance person-to-person conversations, and nudge students to take steps along their enrollment journey.

A quick note on collecting cell phone numbers of current students

In May 2018, ASU had only 30% of enrolled student cell phone numbers on record. **As of March 18, 2019, we have 96.3% of current student cell phone numbers.**

How we achieved this capture rate:

- Assigned “Update Your Cell Phone” as a priority task in student dashboard (My ASU)
- Monthly email reminders from May 2018 - December 2018
- Push notifications to “Update Your Cell Phone” in ASU mobile app
- AdmitHub cross reference:
 - We gave student phone numbers that we were not sure were cell phones to AdmitHub to run through their system to verify if they were in fact cell phone. **15,719 numbers were confirmed as cell phone.**
- **Tip:** Add cell phone as a required field on application.

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Thank you.

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