Mary Frances Coryell
843.697.3073
mfc@ivy.ai

CUSTOMER SERVICE IN HIGHER ED IS BROKEN

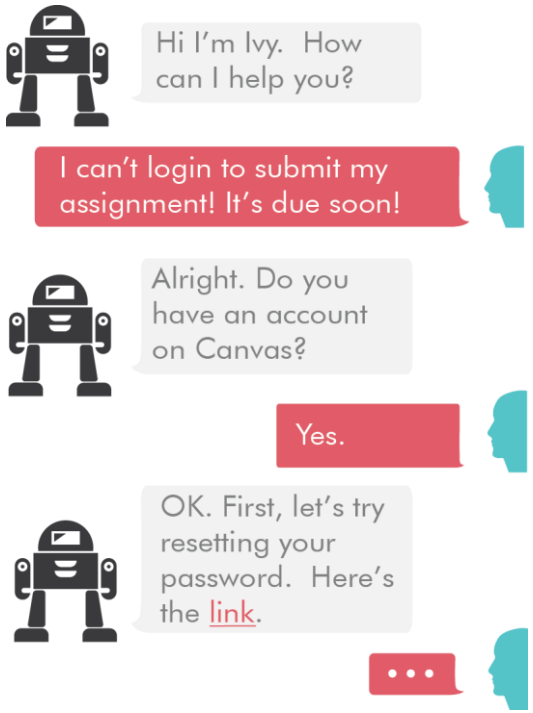
HAPPENS EVERYWHERE IN THE UNIVERSITY

IVY SOLVES IT

IVY IS A 24-7 CHATBOT

SERVICE PROVIDER

Satisfied
Productive



STUDENT

Informed
Satisfied
Engaged

Why Chat: Interaction Metrics

Case Study:
Driving Quality Leads with IVY for an online university

*Online University wanted to maintain personal touch but needed to scale, reduce training costs, increase accuracy and availability

- Decline in chat interactions 8.1% YoY since FY 16
- Successful Click2Chat interactions have a higher lead to start conversion over other channels (11% for SEO vs 5% in paid search)
- Current manual chat capacity through Click2Chat provides 43% coverage, leaving 57% gap in possible student interaction and lead creation assuming full availability

How IVY Works/Benefits: Overview

- 24/7 coverage – when a rep is signed in, it functions like live chat
- When no one is present, the automation takes over
- Scripted conversations developed with Admissions consultation and website detail
- Salesforce mapping configured through Zappier tool and ultimately full Salesforce integration
- Site usage and chat metrics for the first time which will offer new ways to measure chat opportunity and optimizations going forward
- Opportunity to expand to Facebook messenger, text, email
- Easily integrates with SalesForce
- Improved UX compared to the current modal approach: resolves the 508 WCAG compliance errors that other live chat platforms have

How IVY Works/Benefits: Continued

- Ivy is built mobile first; more than 20% of all IVY interactions are initiated from mobile devices
- Ability to rate the chat experience empowers students
- Ability to view rich content inline (within the chat) including videos, files, charts, lists
- Extends the hours of chat to 24-7
- Easy access to canned messages (greetings, programs, etc)
- Zero manual input of data (ability to configure and send forms)
- Ability to transfer chats to other available Program Managers or bot mode
- Easy management of multiple simultaneous conversations
- Reports and Dashboards to review and measure chat performance on your team
- Greater visibility to Program Manager operations
- Ability to upload predetermined Q&A for the bot, in addition to it automatically scanning the site
- Centralized (all bots across the company support the growth of the intelligence)

First 60 days

Online University launched the bot to power its live agents during business hours and serve as chat for after business hours.

Results:

- Leads increased by 300%
- Dormancy rate stayed the same

Conclusion: IVY is driving quality leads at a phenomenal rate