

CXone Mpower Proactive AI Agent for Higher Education

CXone Mpower Proactive AI Agent proactively reaches out to your current and prospective students through their channel of choice with data-driven conversations to solve their issues and answer questions.



Welcome to Proactive AI Agent

CXone Mpower Proactive AI Agent initiates outbound conversations that serve current and prospective students' specific intents. Through advanced natural language understanding, it comprehends student responses to proactive outreach and guides individuals through tailored journeys designed to solve their specific issues and answer their questions.

Proactive communication flows through seamless, elegant conversations throughout the entire student journey, incorporating individual context alongside real-time knowledge of account status provided by institutional data feeds. This creates personalized experiences that address each student's unique circumstances and requirements effectively.

Gartner research reveals that a dynamic customer engagement (DCE) strategy enables customer service and support leaders to transform their service experience through personalized proactive conversations with customers.

“Shifting from reactive to proactive conversations is a game-changer, delivering nearly effortless experiences, reducing cost and increasing customer lifetime value,”

John Quaglietta,
Senior Director Analyst, Gartner.

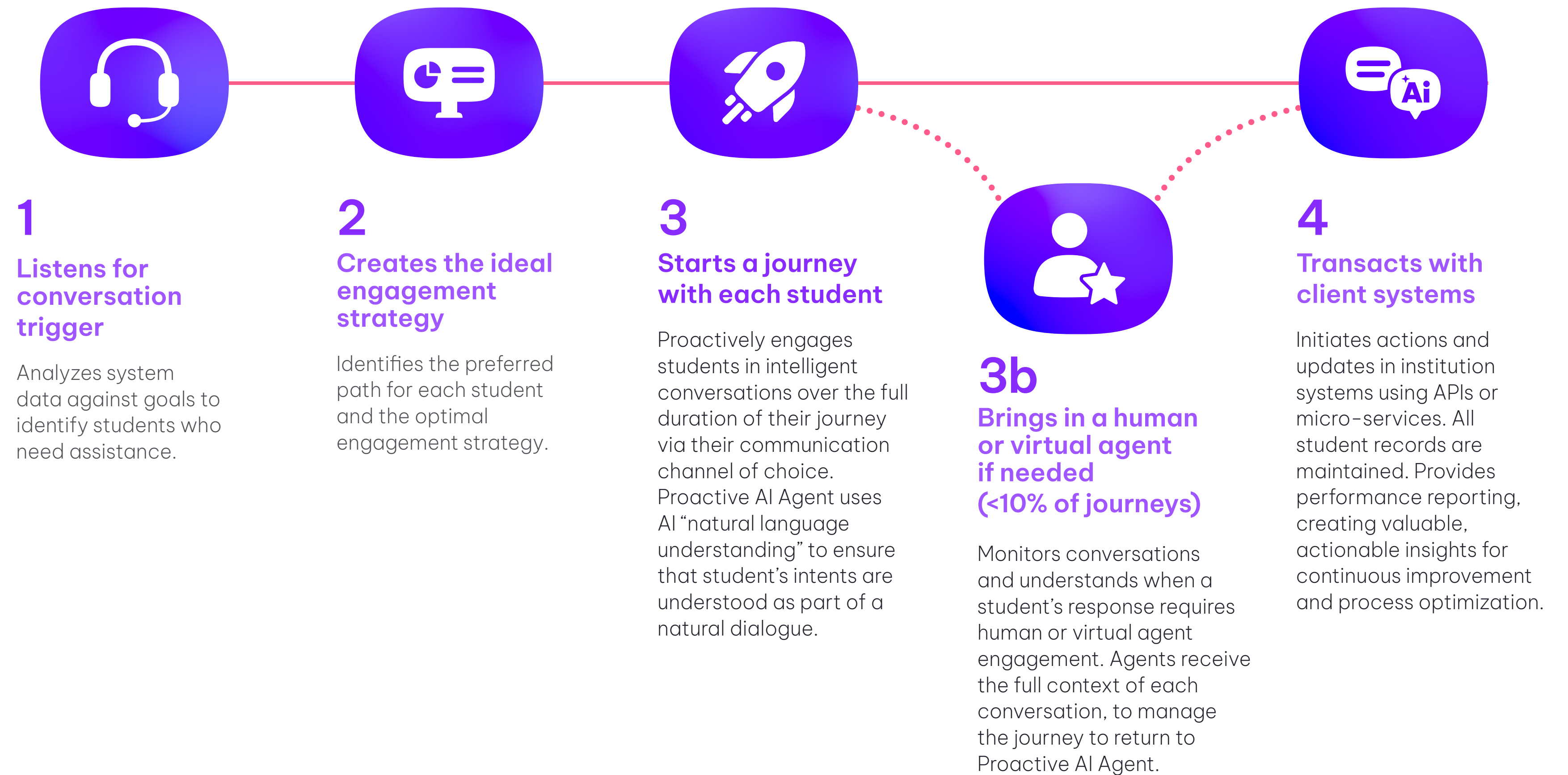
Benefits

- Proactive engagements exceed a 96% containment rate, avoiding agent or email communication.
- Interactions are dynamic and personalized based on what we know about the student. This, in turn, translates to a more positive experience resulting in call reduction.
- Institutions can evolve the experience design over time to adapt to user behaviors and trending topics.
- Conversational AI design proactively reaches out to a student resolving questions before they are asked.
- Resolutions can take the form of answering questions, triggering other automations, sending data back to institution applications, or creating a support ticket to update current systems with the most current data.



Proactive AI Agent's outbound AI communication reaches out to people and serves them, automating their application and academic journey and solving issues before they become larger problems. Managing students reactively, when they call or email, can prove problematic. Proactively initiating a conversation, and pre-empting questions and issues with Proactive AI Agent gives your students a seamless experience while also freeing your staff to concentrate on more complex requests.

How Proactive AI Agent drives proactive business outcomes



Use cases



Student financial services
Ensure tuition is paid on time and increase FAFSA* form completions with SMS reminders. Guide students through the financial aid application process with conversational messaging.



Student retention
Ensure student success by providing student coaching, helpdesk responses, reminders for registration and document deadlines, scheduling advisor meetings, and more.



Admissions & enrollment
Using conversational messaging to answer admissions questions and streamline the enrollment process with automated, timely, contextual messages and reminders.



Alumni relations
Nurture the relationship with your alumni. Send alerts for alumni events, university news, fundraising efforts, and more.

Improve your student satisfaction
Proactive AI Agent has never failed to improve customer satisfaction for every one of our clients. It's a bold claim, we know, but one we're happy to back up when we meet.

Tailored student communications with CXone Mpower

[Play Brand video](#)

For related case studies, customer experiences, eBooks, and more:

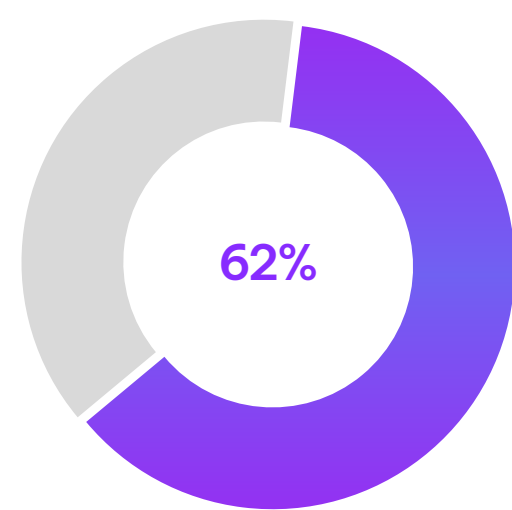
[Click here](#)

Automated interview scheduling

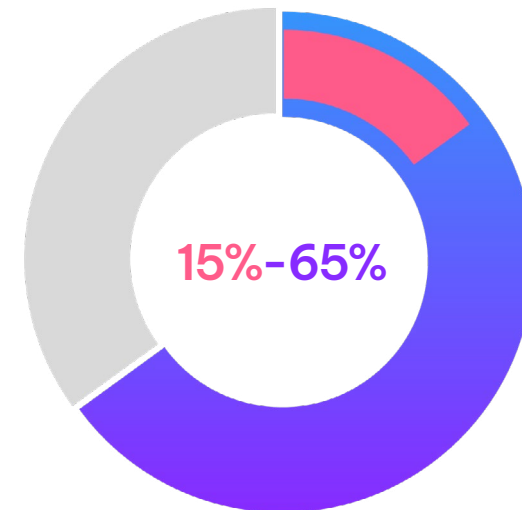
Campus alerts

Approval or denial

Financial aid

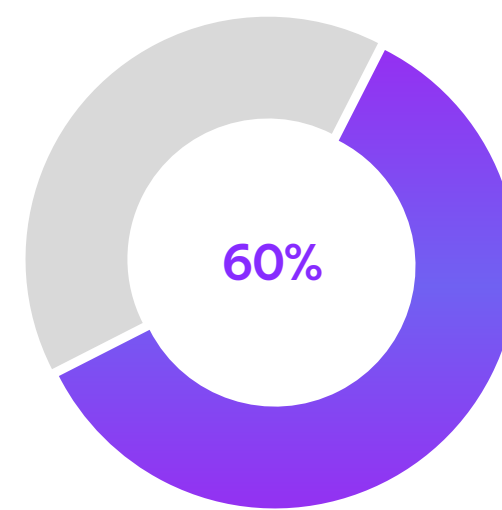


SMS opt-in rate



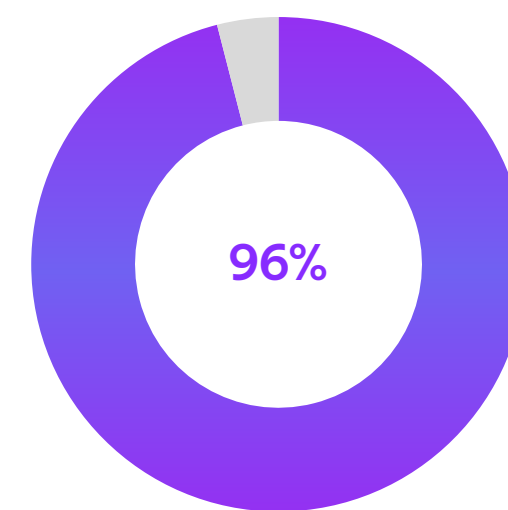
Calls reduction

Defined as reduction in Average Call Volume per student population



Interactions rate

With 8+ conversations



Containment rate

Defined as number of cases raised by the number of interactions

1. Welcome message

"Thanks, I submitted my application"

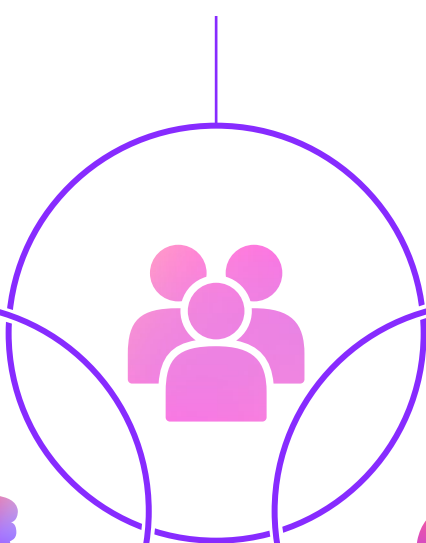


2. Application accepted



3. Interview

"Thursday at 2pm works for me"

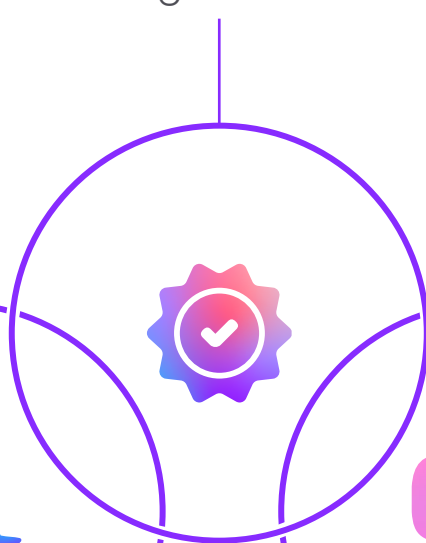


4. Interview confirmed

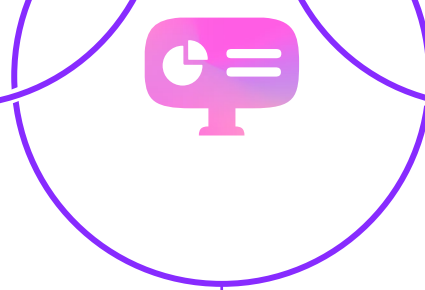


5. Accepted to institution

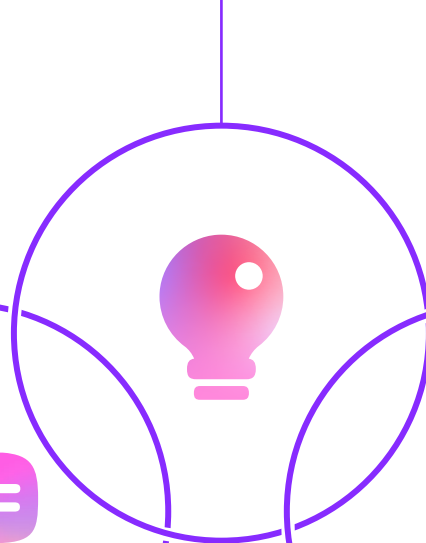
"Congratulations!"



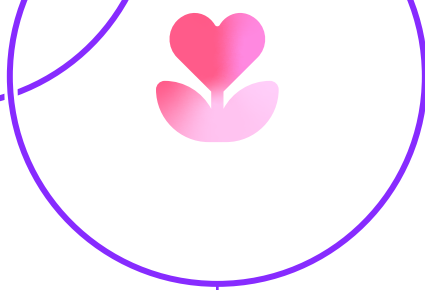
6. "Now let's get you signed up to classes..."



7. Classes confirmed



8. "Welcome to your first day at university"



About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

www.nice.com

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