Virtual Advisor

Know More. Borrow Less
Know More. Borrow Less Program-Goals

• Streamline and standardize the federal student aid process and experience

• Providing timely, accurate and standardized information regarding college costs and student debt

• Educate students and families about sound borrowing principles including borrowing what is necessary rather than the maximum amount offered

• Helping students understand monthly debt payments while in school and upon graduation
Know More. Borrow Less Program-Solutions

- FASFA Verification (StudentForms®)
- Student Debt Letter (CampusCommunicator®)
- Video Content (Ocelot®)
- Financial Aid Offer Letter (CampusCommunicator®)
- Artificial Intelligence or Chatbot (VirtualAdvisor®)
- Analytics (CampusMetrics®)
What is Virtual Advisor?

Virtual Advisor is USG’s web-based, AI-driven, interactive support tool.

In other words, a chatbot!
Virtual Advisor uses artificial intelligence to answer routine, repetitive questions.

This frees up Institution financial aid advisors to perform the high-value, 1-on-1 advising that drives enrollment and retention.
Why Use a Chatbot?

24/7

24/7 service is the number one benefit of chatbots according to millennials.

80%

It is reasonable to expect to deflect 80% of routine questions to a chatbot.

70%

70% of consumers say they prefer messaging over calling for customer support.

98%

Text messages have a 98% open rate, while emails have only a 20% open rate.
Virtual Advisor Chatbot Features

- Provides virtual advising **24/7/365**
- **60+** languages built-in
- **Pre-trained** with financial aid questions and answers, dynamic videos, and suggested next steps.
- Virtual advising **dialogs**, not just FAQs
- Text, website, and social media ready
More Than a Chatbot

- Supports **student specific** conversations
- Requires little to **no training**
- Always **up-to-date** on regulations
- **Optimizes** workflows
- Provides visibility into advising efforts across multiple departments.
Advising Command Center

• **Real time** conversation monitoring
• **Intelligent** hand-off to staff
  – Staff can tag team with VA when students need intervention
  – 2-way **live** messaging for advisor intervention
• **Conversation transcript** search and retrieval
Proactive Mobile Outreach

• Easy to use list builder – one to many messaging
• Targeted mobile (text) nudges
• Unified inbox for mobile advising and messaging
VirtualAdvisor is fully integrated with all CampusLogic services, providing native support for them right out of the box.
Let’s Take a Look

• UGA’s Chatbot – “Archie”
Dear [Student's Name],

This student financial aid offer provides you with an estimate of three very important items:

1. The estimated student aid you receive from UGA.
2. The estimated cost of attending the University.
3. The estimated additional amount, if any, that you will need to secure financial aid.

This estimate is based on full-time enrollment during the academic year. Changes to your enrollment status can affect your aid eligibility. If you lose your eligibility or any aid, you may need more than needed to pay for college and end up with loan payments that are unaffordable. If you are borrowing, only borrow what you need.

**Estimated Student Aid Offer:**

<table>
<thead>
<tr>
<th>Grants and Scholarships Funded</th>
<th>Fall</th>
<th>Spring</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOPE Scholarship</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Total Grants and Scholarships Offered</td>
<td>$4,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Estimated Cost of Attendance:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Fall</th>
<th>Spring</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board</td>
<td>$2,018</td>
<td>$2,018</td>
<td>$4,036</td>
</tr>
<tr>
<td>Tuition</td>
<td>$4,195</td>
<td>$4,195</td>
<td>$8,390</td>
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<tr>
<td>Student Fees</td>
<td>$1,145</td>
<td>$1,145</td>
<td>$2,290</td>
</tr>
<tr>
<td>Room</td>
<td>$2,178</td>
<td>$2,178</td>
<td>$4,356</td>
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<tr>
<td>Estimated Total Billable Costs</td>
<td>$20,472</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you have any questions, contact the Office of Student Financial Aid at [Contact Information].
Hi, I'm Archie.
What can I help you with today?
Archie

Great question! Think of direct cost as billable items you pay directly to the school like tuition and room and board if you live on campus. Indirect cost are non-billable school related expenses, but you don’t pay the school for them. Some examples are transportation to and from school, books, and supplies.

I found a great video on this subject if you’d like to watch it.

What is the difference between direct and indirect cost?

What is the difference between direct and indirect cost?

Type a message in any language...

Language
Virtual Advisor

- Provided by USO to all USG schools-deployment underway now.
- Can be deployed to any other unit or need on campus at no additional subscription cost (admission, housing, registrar, etc.)
- Analytics monitor usage, help gauge effectiveness and guide future use cases
- Meets students where they are by embedding VA on websites, offer letters, social media and more.
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Thank you!!