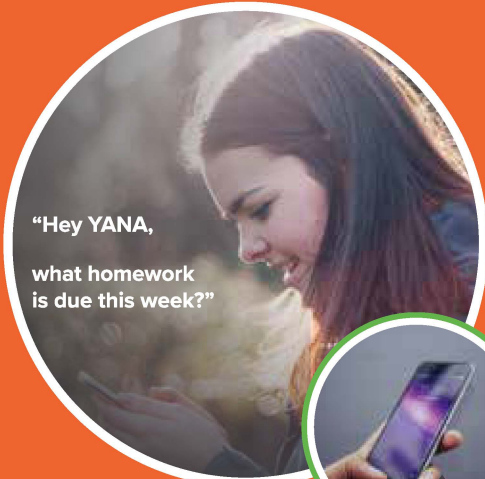


What is YANA?

Talk & Text – A Conversational Bot

YANA is conversational chatbot, like Siri, specifically designed to address Higher Education challenges. YANA uses Artificial Intelligence to answer complex questions relevant to student and administrative services like Advising, Housing, Financial Aid, IT support and campus events. Students get 24x7 access to personalized information that keeps them engaged. Administrative departments can reduce the volume of inquiries during peak period by using YANA.

In today’s highly competitive environment, students are looking for more personalized experiences enabled through technology. YANA enables higher levels of student success and administrative efficiency.



“Hello, Cindy. Your Organic Chemistry homework assignment is due this Thursday”

The School

A leading campus of a large US public university serving as an intellectual and cultural center for Southern California and driver of workforce and economic development. It ranks among the nation’s top 25 Most Innovative Schools, which offer a full range of undergraduate majors, plus master’s and doctoral programs, and emphasize faculty research.



What we did?

How we implemented YANA

Three expansion releases were done over nine months, where we provided:

Level 1: Student specific information along with deeper insights.

Level 2: Student specific information

Level 3: Generic information available mostly in public domain

User group: Began with **1,500** and increase to over **18,000** students

We worked with specific user groups to build capability. The platform was delivered on mobile and online with a focus on security and delivering the levels as shown.

Our Approach

ThoughtFocus created a blueprint for execution drawing upon its experience with university IT systems implementations and integrations. A phased roll-out began with our YANA Campus Continuum as a starting point.



Services were customized to campus needs then launched to focus user groups. After we learned from experience, the roll-out continued to expand our reach.

Results

- Advisors spend less time on common questions
- Students get access to the right information, 24 x7
- Inter-department collaboration increases
- Expected improvement in graduation and retention rates
- Reminder notifications - Don't miss important events
- Low maintenance platform

Student specific information - Deeper Insights

Level 1

- Best course to take based on pre-reqs, major requirements, schedule, GPA
- Best options for financial aid based on financial eligibility, available funds, rates

Student specific information

Level 2

- Graduation requirements
- Financial Aid records
- Activity history
- GPA
- Eligibility
- Account payments

General Information

Level 3

- Directory
- Academic
- Health
- Campus
- Services
- Other Services
- People
- Police
- Events

Number of questions answered by YANA by Month

