

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

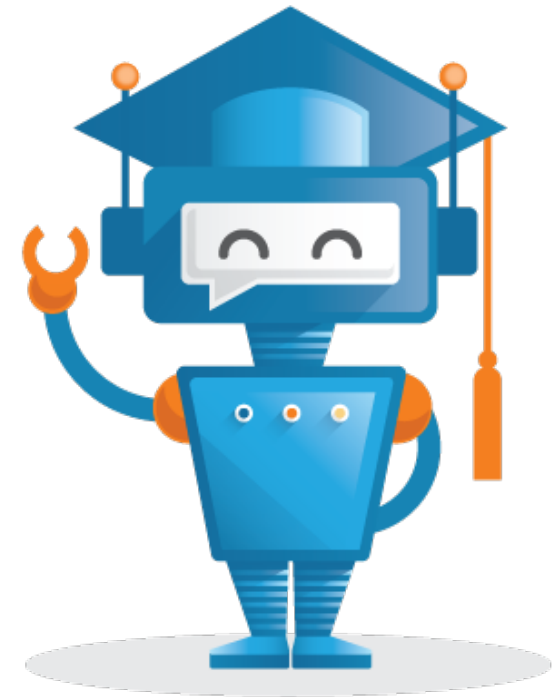
- FASFA Verification (StudentForms®)
- Student Debt Letter (CampusCommunicator®)
- Video Content (Ocelot®)
- Financial Aid Offer Letter (CampusCommunicator®)
- Artificial Intelligence or Chatbot (VirtualAdvisor®)
- Analytics (CampusMetrics®)



What is Virtual Advisor?

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

In other words, a **chatbot!**



How Can Chatbots Help?

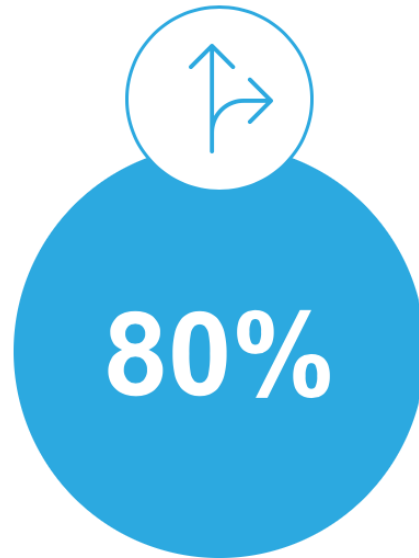
Virtual Advisor uses artificial intelligence to **answer routine, repetitive questions.**

This **frees up Institution financial aid advisors** to perform the high-value, 1-on-1 advising that drives enrollment and retention.

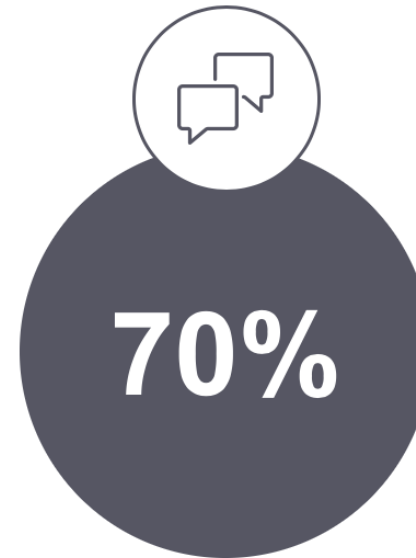
Why Use a Chatbot?



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



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



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



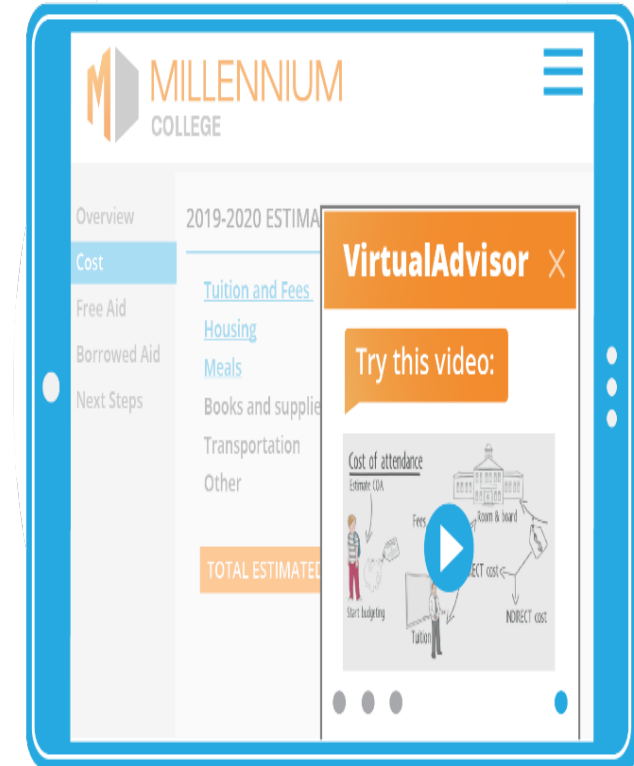
Text messages have a **98% open rate**, while emails have only a 20% open rate.

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

Leverages CampusLogic Products

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”

Offer Letter



UNIVERSITY OF GEORGIA

Ima Sample
ID: XXXX9999
11/20/2020

Dear Ima,

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

1. The estimated student aid funds offered to you through The University of Georgia
2. The estimated cost for you to attend this institution for the 2020-2021 academic year.
3. The estimated additional amount, if any, that you will be required to pay.

This estimate is based on full-time enrollment during the academic year. Changes to your enrollment status can often affect your Student Aid eligibility. Often, students borrow more than needed to pay for college and end up with loan payments that are unreasonable. If you are borrowing, only borrow what you need.

Estimated Student Aid Funds

What Grants and Scholarships am I being offered?

	Fall	Spring	Total
HOPE Scholarship	\$3,000	\$3,000	\$6,000
Total Grants and Scholarships Offered			\$6,000

Estimated Cost of Attendance

What is an estimate of my charges?

Please note, this is not a bill and these are only estimates. Your actual charges will appear in your student account.

	Fall	Spring	Total
Board	\$2,018	\$2,018	\$4,036
Student Fees	\$1,145	\$1,145	\$2,290
Room	\$2,178	\$2,178	\$4,356
Tuition	\$4,895	\$4,895	\$9,790
Estimated Total Billable Costs			\$20,472

Your Self-Service Portal

Important Dates and Deadlines

What is cost of attendance?

What is a Federal Direct Unsubsidized Loan?

What is a Federal Direct Unsubsidized Loan?

When do I start receiving my student loan?

Have Questions?
Contact The
University of Georgia

University of Georgia Office of
Student Financial Aid
220 Holmes/Hunter Academic
Building
Athens, GA 30602-6114
E: osfa@uga.edu
P: (706) 542-6147



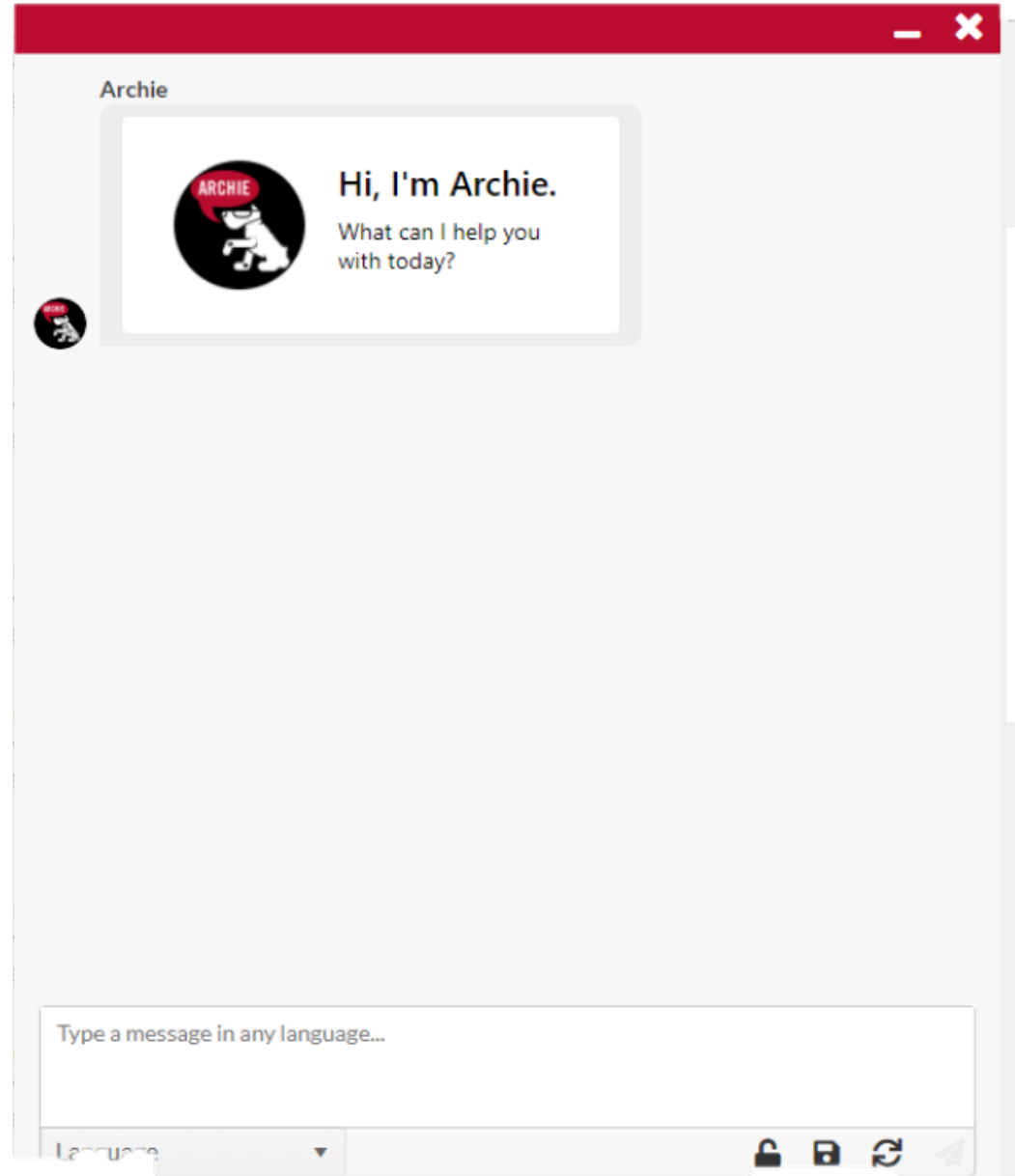
Custom Content for each student

Embedded Videos

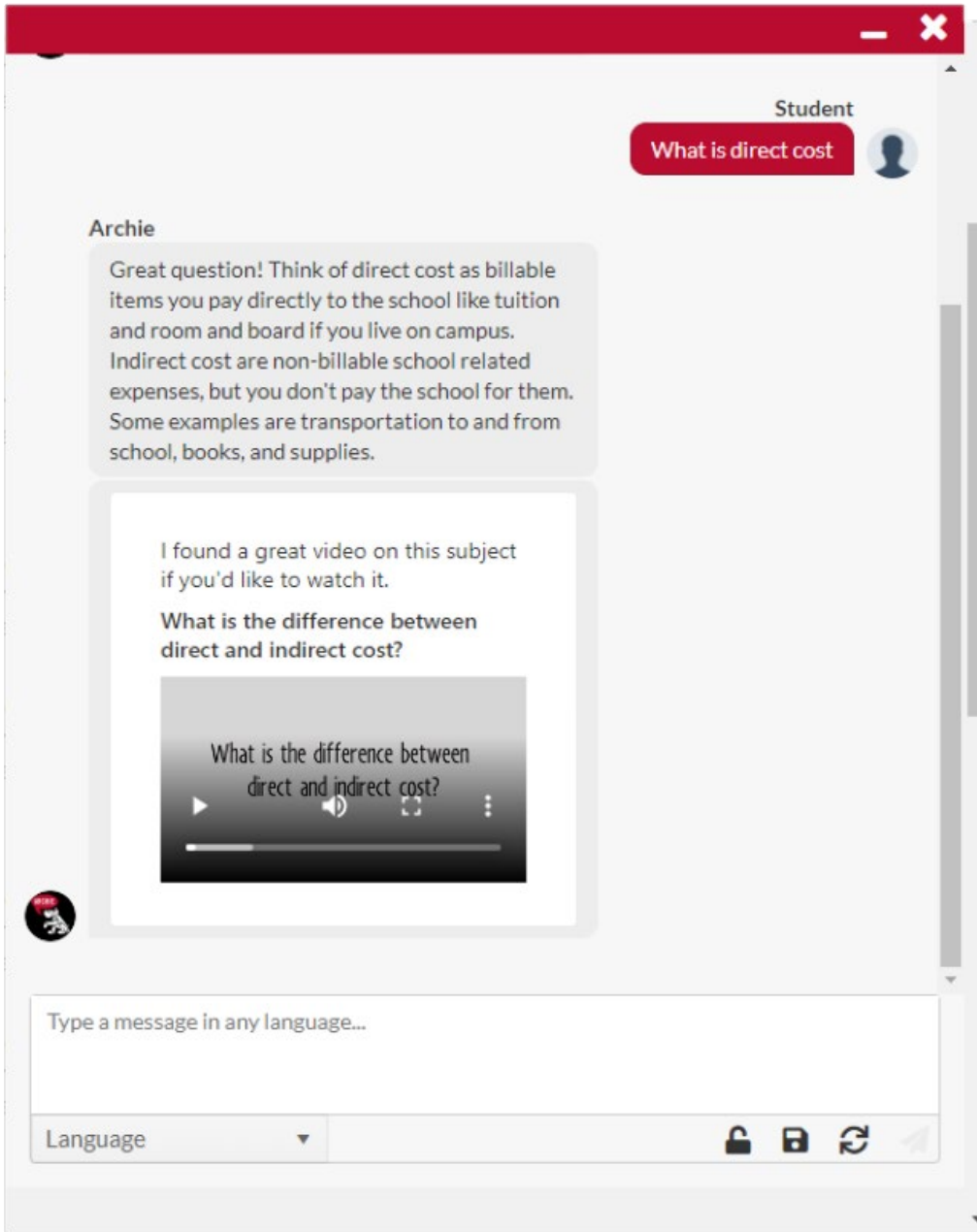
"Archie", UGA's Chatbot



“Archie” UGA’s Chatbot



“Archie” UGA’s Chatbot



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.

Virtual Advisor Roll Out Plan

Group 1

ABAC

UNIVERSITY OF GEORGIA

UNG
UNIVERSITY of NORTH GEORGIA

Georgia Gwinnett COLLEGE

Georgia State University

VALDOSTA STATE UNIVERSITY

Georgia Tech

SGSC South Georgia State College

Group 2

ATLANTA METROPOLITAN STATE COLLEGE
Believe. Begin. Become.
University System of Georgia

AUGUSTA UNIVERSITY

Albany State University
UNIVERSITY SYSTEM OF GEORGIA

CLAYTON STATE UNIVERSITY

COLLEGE of COASTAL GEORGIA
UNIVERSITY SYSTEM OF GEORGIA

DALTON STATE

KENNESAW STATE UNIVERSITY

GEORGIA SOUTHERN UNIVERSITY

UNIVERSITY of West Georgia

Group 3

COLUMBUS STATE UNIVERSITY

EAST GEORGIA STATE COLLEGE
Est. 1973

GEORGIA HIGHLANDS COLLEGE
GHC
UNIVERSITY SYSTEM OF GEORGIA
1970

GSW
GEORGIA SOUTHWESTERN STATE UNIVERSITY

FORT VALLEY STATE UNIVERSITY
A State and Land-Grant Institution • University System of Georgia

Middle Georgia State University

GORDON STATE COLLEGE

GEORGIA COLLEGE
GEORGIA'S PUBLIC LIBERAL ARTS UNIVERSITY

SAVANNAH STATE UNIVERSITY

UNIVERSITY SYSTEM OF GEORGIA

Questions and Thank You

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Thank you!!

