

# **From Click to Conversation:**

## **Delivering Campus-Wide Support with Conversational AI**

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Friedi Maag – Senior AI Consultant

# Welcome!



**Jenna Bezner**

VP Product Strategy, Enrollment



**Friedi Maag**

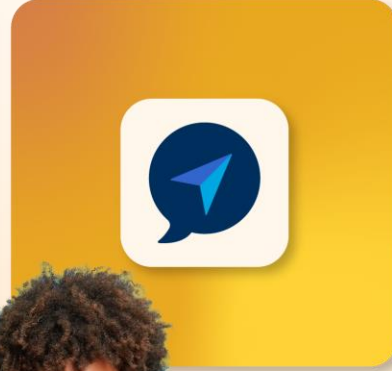
Senior AI Consultant



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**RNL**  
compass



Your  
ultimate  
**digital**  
**assistant.**



# Overview

1. Challenges Enrollment Teams Face
2. RNL Compass
3. Watch in Action
4. Q&A

# Challenges Enrollment Teams Face

- Moving the Needle Through the Funnel
- Meeting Student Expectations
- Limited Staff and Resources

# RNL Compass



# Instant Responses

- Get immediate answers and assistance with your applicants' inquiries
- Conversational platform saves visitors' time
- Easily accessible on your institution's webpage

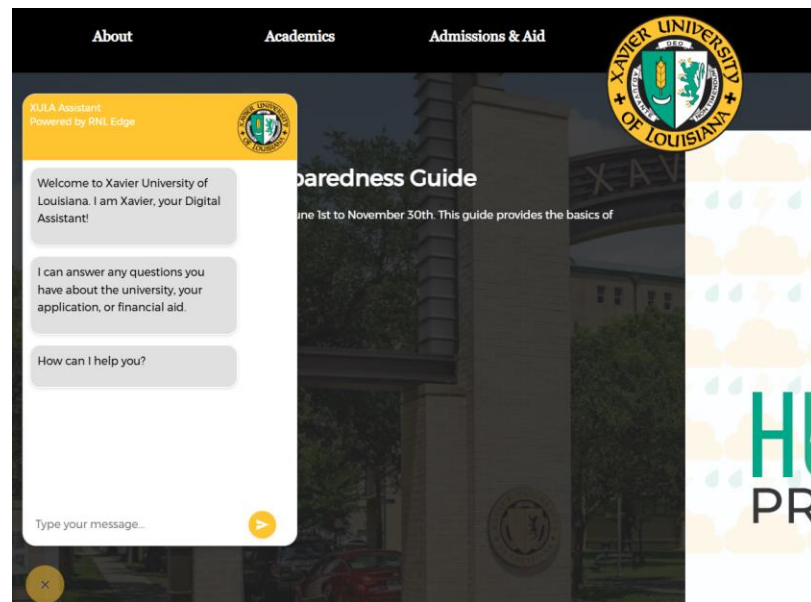
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availability

# Your Institution Represented Well

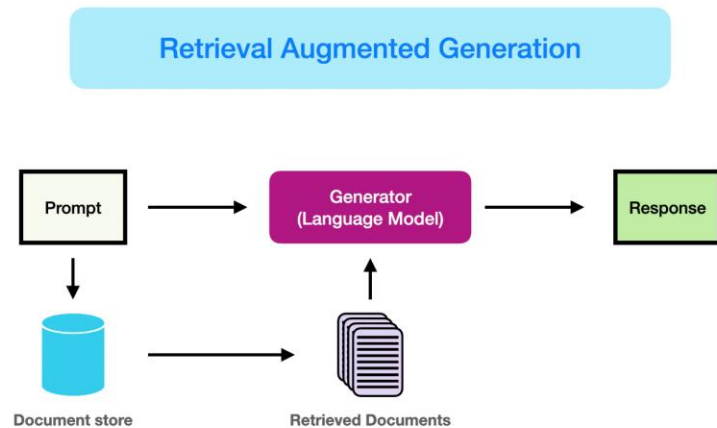
- Conversational Experience that Matches your Institution
- Branded for your Institution
- Built in Guidance for Accurate, On-Brand Answers
- Trained only on your content





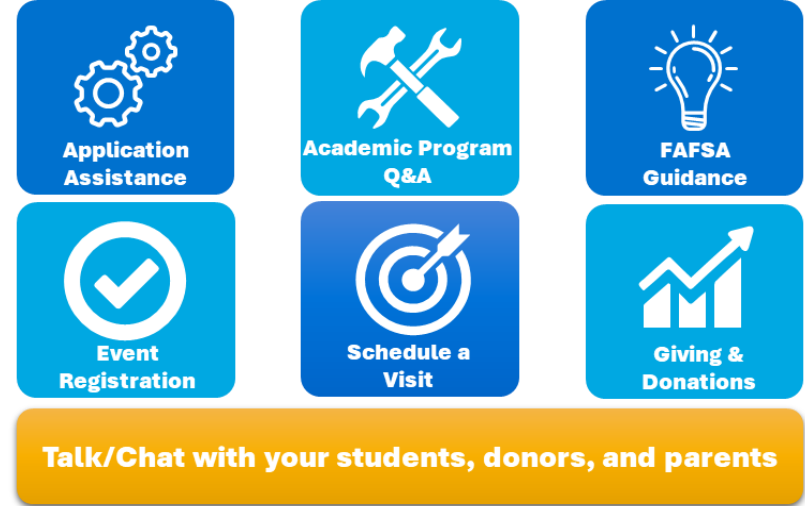
# RAG and Higher Ed

- **Accuracy and Trust:** RAG pulls from your actual policies, program pages & FAQs
- **Customization:** You control the source data
- **Explainability:** You can show where the answer came from



# Connecting with CRM

- Personalized Student Responses
- Streamlined Self Service
- Automatic Updates and Follow-Up Triggers
- Complete Data Privacy and Security



# Time to Impact

Compass can be trained and launched in weeks using your existing website and materials as its foundation.

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**8 weeks**

To launch



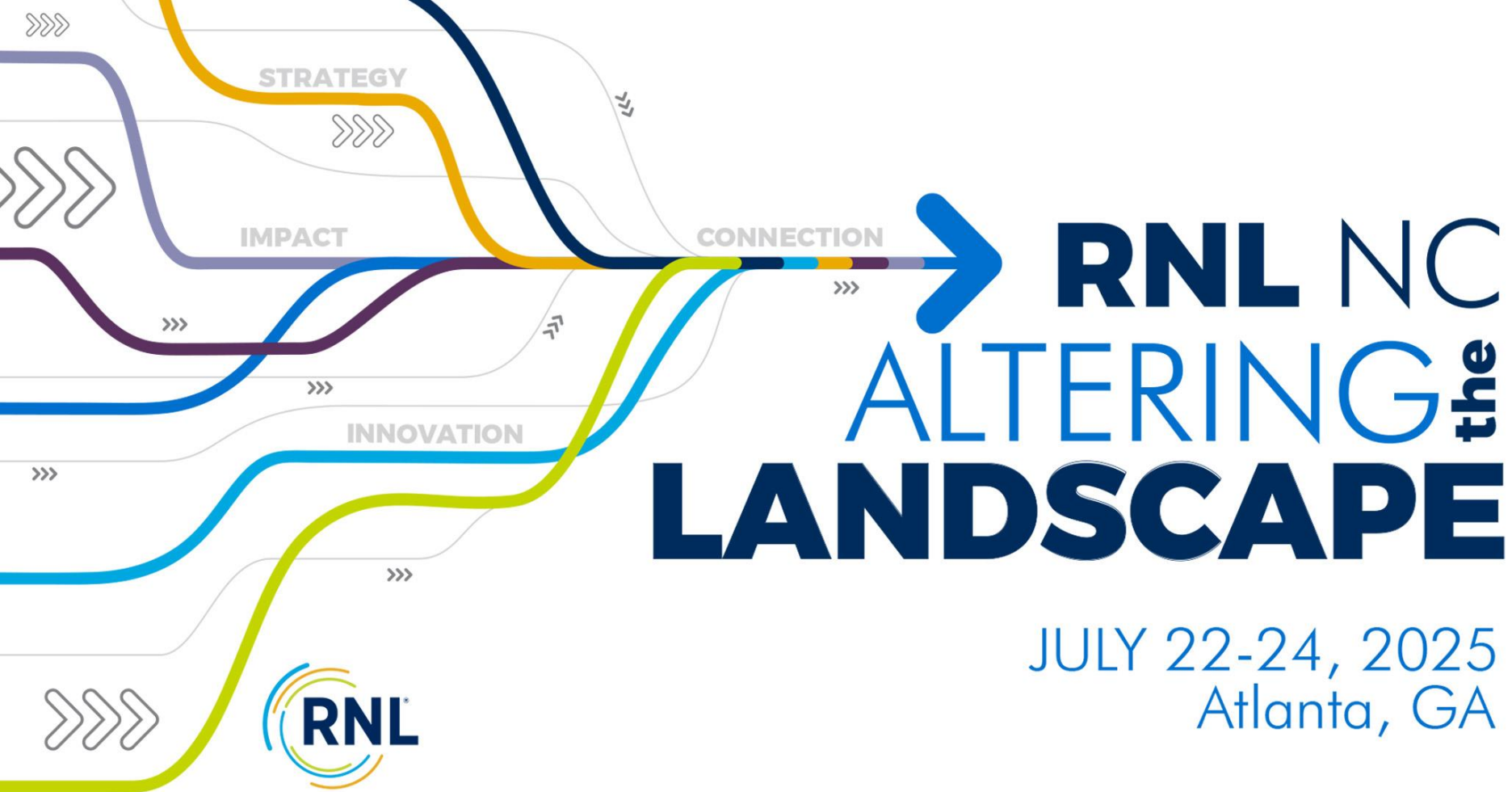
# **RNL Compass: Live in Action**

# Open Possibilities

- Prospective Parents and Students
- Current Students: Undergraduate, Graduate, and Online
- Alumni & Fundraising
- Faculty & Staff



**Q&A**



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