

Leveraging a Digital Assistant to Drive Enrollment Success

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Overview

1. “Why do I need a digital assistant?”
2. RNL Compass
3. Our 8-Week Implementation Process
4. Outcomes and Returns
5. Q&A

“Why do I need a digital assistant?”

To meet students where they go the most

- Answer routine questions accurately to increase rapid engagement.
- 24/7 support so you never lose a connection.
- Ease admission cycle burden on counselors.

91%

Prospective students who use a university's website to get admission information

RNL Compass

- Trained to your content.
- Offers personalized assistance with applications and financial aid.
- Guaranteed accuracy on common, high-impact questions to ensure quick, reliable support and allow you to get back to the tasks that need the most care.

Implementation



Design

Make the assistant your own

- Branding logos and colors
- Conversational tone
- Greetings
- Self-Service options

XULA Assistant
Powered by RNL Edge



Welcome to Xavier University of Louisiana. I am Xavier, your Digital Assistant!

I can answer any questions you have about the university, your application, or financial aid.

Type your message...



Building

Sit back and let RNL handle the work

- Set up a development environment.
- Build your assistant as designed.
- QA testing by RNL.
- User testing to ensure the assistant is exactly what you need.

Deployment

Once the assistant is in your hands, you can be confident

- User training.
- Walkthrough demonstrations and videos for future use.
- Post-deployment support.



Outcomes and Returns

**74% of prospective students
find AI chatbots help their search**



Q&A

Thank you!



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