

Chatbots: Your College's Virtual Ambassador

A hand holding a smartphone, with a glowing robot icon and a speech bubble that says "What can i help you with?" appearing above the phone. The background is a blurred cityscape at dusk.

Chatbots aren't a new technology, but their value has increased exponentially—especially in the field of higher education. They give your prospective and current students the immediate answers and assistance they crave and demand, and provide you with a cost-effective data holy grail that boasts an ROI that's infinite.

