

Customer Success Story

Bethune-Cookman University Saves 800 Hours and a Personnel Cost Saving of \$16,000 Every Month With Jenzabar Chatbot

About Bethune-Cookman University

Bethune-Cookman University, founded in 1904 by Dr. Mary McLeod Bethune, is a private Historically Black University affiliated with the United Methodist Church, and located in Daytona Beach, Florida. Serving over 2,500 students across four academic colleges, B-CU offers 43 bachelor's degrees and 6 master's degrees in fields such as arts and humanities, business, STEM, education, and the health sciences.

<https://www.cookman.edu/>

Challenges Before Jenzabar Chatbot

- ▶ Staff struggled to handle an increasing volume of student inquiries.
- ▶ Inaccurate information was sometimes shared when calls were transferred across departments.
- ▶ Students had no support after working business hours.
- ▶ Student needs shifted quickly and were difficult to stay ahead of.

Benefits of Jenzabar Chatbot

- ▶ Over 800 hours and \$16,000 saved each month.
- ▶ 60% decrease in average response time for student inquiries.
- ▶ 25% increase in student satisfaction regarding university communication.
- ▶ 40% decrease in administrative workload related to handling inquiries.



When the school experienced a sudden increase in enrollment numbers, Bethune-Cookman University (B-CU) was thrilled. Unfortunately, the increase also led to a swell in prospective student inquiries, and B-CU found itself without enough staff to manage the sudden excess of student and parent outreach.

Wanting to improve experiences for current students, parents, faculty, staff, and prospective students alike, Bethune-Cookman University looked for a solution that would help reduce the workload for administrative staff, ensure prospective students and parents received timely information, and provide an after-hours, self-service tool for the community, especially students.

"We didn't want students to wait to get support. We wanted to give them the means to get quick, accurate answers to their questions," said Grace Kouadjo, Bethune-Cookman University's Director of Administrative Computing. So, B-CU turned to Jenzabar Chatbot.

Powered by artificial intelligence, Jenzabar Chatbot is an always-on digital engagement channel that enables institutions to provide students with quick answers to essential and frequently asked questions. Jenzabar Chatbot comes pre-equipped with hundreds of question-and-answer templates and uses AI and natural language processing to mature with each conversation.

"Jenzabar Chatbot's ability to provide 24/7 support and adapt to student needs was a major attraction for us," said Grace Kouadjo.

Getting Jenzabar Chatbot Up and Running Quickly

To ensure Jenzabar Chatbot was used to its fullest potential, Grace Kouadjo hired Application Support Specialist Emmanuel Chipungu. Together, Kouadjo and Chipungu reached out to department heads across campus and tasked them with creating and editing questions and answers particular to their departments, thus ensuring Jenzabar Chatbot was customized to address the unique inquiries from B-CU's specific student population, parents, faculty, staff, and the larger community.

In less than 3 months, Bethune-Cookman University launched Jenzabar Chatbot under the name WildcatBot; it was an instant success. "WildcatBot has revolutionized our customer service by delivering accurate answers swiftly, allowing our staff to focus on more critical issues," Grace Kouadjo explained.

Improving Customer Service, Response Times, and Student Satisfaction

The impact of Jenzabar Chatbot on B-CU was both immediate and profound. Response times for student inquiries saw a dramatic 60% reduction. The administrative workload associated with routine inquiries dropped by 40%, enabling staff to focus on more pressing issues. In fact, within the first semester, the chatbot achieved an 80% adoption rate among students.

"The chatbot has enhanced the way we do business," said Emmanuel Chipungu. "For instance, this semester we've had a very robust enrollment—so much so that we have several students on a waiting list for housing. Anxious parents have turned to WildcatBot for information. Not only are they getting information automatically through the chatbot, but we're seeing their questions on our end and can ensure that someone from housing is reaching out to clarify any additional confusion."

Since the adoption of Jenzabar Chatbot, Bethune-Cookman University has seen a 25% increase in student satisfaction regarding university communication.

Experiencing Unexpected and Valuable Benefits

Following the chatbot's deployment, Bethune-Cookman University's IT department set up a robust support system. Emmanuel Chipungu



Jenzabar Chatbot provides quick answers to inquiries from our prospective students, parents, current students, faculty, staff, and guests, anytime, anywhere, 24/7/365. It allows us to be more aware of what is trending in terms of students' needs and motivation. This is priceless."

Grace Kouadjo
Director of Administrative Computing
Bethune-Cookman University

holds weekly meetings with departments to address any Q&A issues and to update the chatbot's knowledgebase, allowing departments to get support in resolving answers to questions that Wildcatbot could not answer the first time. This proactive approach also ensures that departments follow up with users requesting "human contact." An additional benefit of these meetings is that communication and information accuracy has improved across the institution. The chatbot also collects data and gives B-CU insights into common student concerns, allowing the university to address issues proactively.

"Most significantly, Jenzabar Chatbot has given back over 800 hours per month to administrative staff, which is roughly a personnel cost saving of \$16,000 per month" said Kouadjo.

Find out more

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