

LearnWise

Case Study | November 2024

University of Gloucestershire Optimises Student Support Services with AI

Overview

The University of Gloucestershire partnered with LearnWise AI to enhance student support by providing faster, more consistent access to information across key services. By deploying an AI-powered support assistant, the university aimed to reduce pressure on support teams while improving the student experience through always-available, self-service assistance.

Region: Europe

Student population: 13.000

LMS: Moodle

Other Platforms: Sharepoint; MyDay

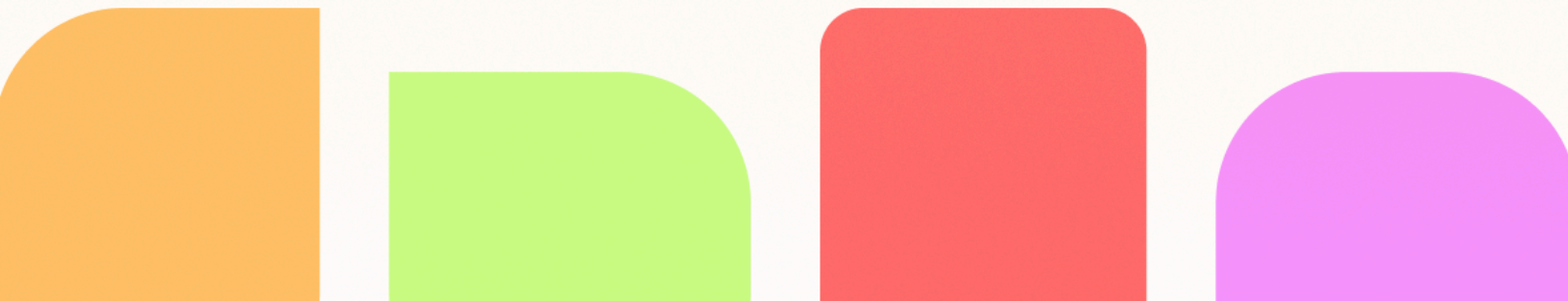
LearnWise product(s) implemented: AI Campus Support

Context & Challenge

Like many higher education institutions, the University of Gloucestershire faced increasing demand for student support across areas such as IT, academic services, and general university enquiries. Students often needed help outside office hours or struggled to find the correct information across multiple systems and web pages.

Support teams required a solution that could:

- Deliver accurate answers instantly within existing digital environments.
- Reduce repetitive enquiries handled by staff.
- Scale support without increasing operational burden.



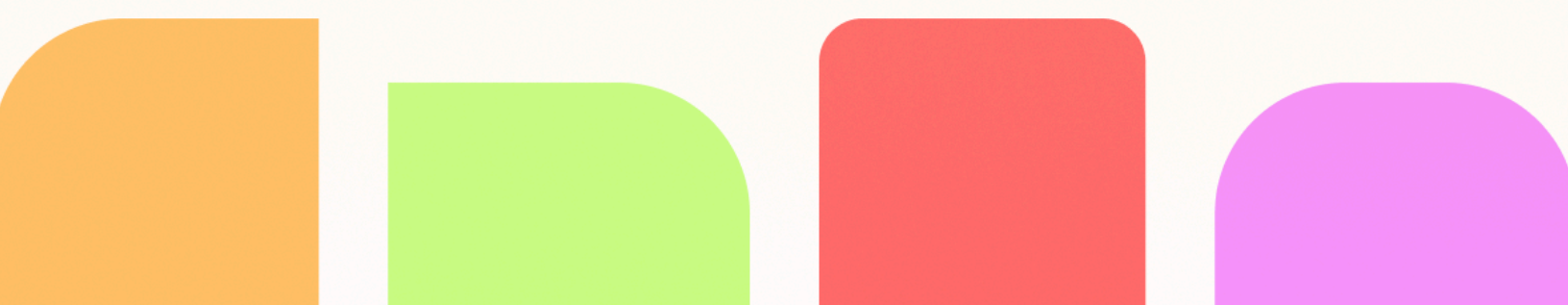
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Solution

The University of Gloucestershire implemented LearnWise AI Chat, an AI-powered assistant trained on the university's own policies, guidance, and support content.

The assistant was deployed to provide students with a single, conversational entry point for support, helping them find information quickly without navigating multiple websites or submitting tickets for routine questions.

Key Components of the Implementation

- **Centralized AI Support Assistant:** Students could ask questions in natural language and receive clear, institution-specific answers.
 - **Institution-Owned Knowledge Base:** The AI was trained using University of Gloucestershire documentation and support resources to ensure accuracy and relevance.
 - **24/7 Availability:** Support was accessible at any time, including evenings and weekends.
 - **Seamless Escalation:** Queries that could not be resolved by the AI could be directed to human support teams when needed.
 - **Insight & Analytics:** The platform provided visibility into common student questions, enabling continuous improvement of support content.
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Use Cases

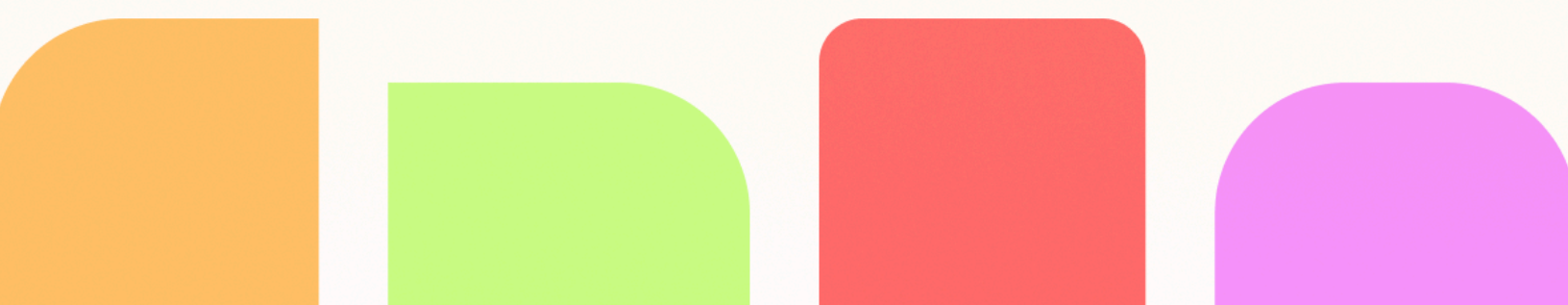
The AI assistant was used to support students across a wide range of common enquiries, including:

- IT and digital services questions.
- General student services information.
- Guidance on university processes and policies.
- Navigation support to help students find the right resources quickly.

By resolving routine questions instantly, the AI reduced unnecessary escalation and improved response consistency.

Outcomes

Following deployment, the University of Gloucestershire observed clear benefits:

- **Improved Student Experience:** Students received immediate, clear answers without waiting for staff availability. Out of 9,756 conversations, only 184 were escalated to human support staff.
 - **Reduced Support Load:** Repetitive and routine enquiries were handled by the AI, freeing staff to focus on complex cases. Once implemented, LearnWise reached an AI Resolution Rate of 98.1%, significantly reducing the burden on human support staff.
 - **Consistent Information Delivery:** All students received the same accurate, up-to-date responses.
 - **Scalable Support Model:** The university strengthened its ability to support students without expanding support teams. The AI assistant has supported over 6,500 unique users, showing early and growing support.
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Strategic Value

The University of Gloucestershire case demonstrates how AI-powered support can:

- Enhance service accessibility for students.
- Improve operational efficiency across support teams.
- Provide actionable insights into student needs.
- Support a sustainable, scalable model for student services.

For institutions seeking to modernize student support while maintaining high service quality, this deployment highlights the practical value of integrating AI into the digital campus ecosystem.

