

AI Campus Support | For Leadership, Support and Admissions Teams

Answer Every Admissions Question Before a Prospective Student Loses Momentum

[AI Campus Support](#) sits on your admissions website and student portal, answering prospective student questions about courses, entry requirements, application steps, and financial aid the moment they arise. Questions that go unanswered become reasons not to apply. Questions answered instantly keep candidates moving.

01 — CONVERSION | For Prospective Students

You get clear answers about applying without having to contact admissions

Prospective students often have specific questions about entry requirements, course content, and what the application process involves. When those can be answered immediately from your institution's website, candidates get the clarity they need to take the next step without waiting for an email response or navigating a complex FAQ.

02 — ADMISSIONS CAPACITY | For Admissions Teams

Staff focus on high-value conversations, not repeated information requests

Admissions teams spend a significant portion of their time answering questions that are already answered in published documentation. When the assistant handles those, staff focus on open days, complex applications, and the conversations that actually influence whether a candidate chooses your institution.

03 — BRAND CONSISTENCY | For the Institution

Prospective students receive consistent information regardless of when they ask

A prospective student researching at midnight should receive the same quality of information as one who calls during office hours. Consistent, accurate responses across every channel and every hour of the day ensure that the admissions experience reflects the quality of the institution itself.

How to Use It - Steps

1. Load admissions content across all relevant channels

- ◆ Upload course prospectuses, entry requirements, application docs, scholarship info, and open day details as knowledge sources. The assistant deploys on your website, admissions portal, and LMS simultaneously, reading from the same knowledge base.

2. Configure shortcut buttons for the highest-friction admissions steps

- ◆ Set up shortcut buttons for the questions that come up most: entry requirements, course comparisons, application deadlines, open day registration, financial aid. Each button surfaces a targeted FAQ, launches a guided flow, or directs the candidate to the right page.

3. Set up escalation to admissions staff for complex queries

- ◆ Configure escalation rules so queries about specific circumstances (non-standard qualifications, international equivalencies, deferred entry) route to the right advisor with a conversation summary attached. Advisors get a structured brief, not a blank enquiry form.

4. Use query trends to improve admissions information proactively

- ◆ The improvements dashboard tracks which admissions questions come up most and which generate escalations. When a topic consistently requires human follow-up, it signals a gap in published guidance. Closing those gaps improves the candidate experience at every funnel stage.

How It Works

From first question to the right answer or the right person

AI Campus Support reads your admissions content and answers prospective student questions in plain language, across your website, admissions portal, and any other channel. Contextual suggestions surface information based on where a candidate is browsing: entry requirements on a course page, scholarships on the financial aid page.

The improvements dashboard tracks which questions drive engagement and which generate escalations, informing where to invest in better guidance.

What the Agent Checks

- Course prospectuses, entry requirements, and application guides as knowledge
- Deployable on public website, admissions portal, and LMS simultaneously
- Escalation to admissions advisors with conversation summary attached
- Separate routing for standard and complex enquiries
- Trend data to identify guidance gaps and improve conversion at each stage

Example Prompts

REQUIREMENTS | Check entry requirements for

"I want to apply for the BSc Computer Science. Do you accept BTEC qualifications?"

Specific entry requirements and accepted qualification types. Escalates to an admissions advisor if BTEC equivalencies aren't configured.

APPLY | Understand the application process

"I've never applied to a UK university. Can you walk me through the process?"

Step-by-step explanation tailored to the entry route, with timelines and what happens at each stage.

VISIT | Find out about an open day

"I'd like to visit campus. Are there open days coming up and how do I register?"

Upcoming dates, registration process, and what to expect. Surfaces course-specific sessions if available.

FUNDING | Ask about funding for a specific course

"I'm interested in the MSc Data Science. Is there funding or scholarships for this program?"

Scholarships and bursaries with eligibility and deadlines. If not course-specific, returns general postgraduate options and offers to escalate to the financial aid team.

Governance Note

You remain in control. Nothing is automated without your approval.

AI Campus Support surfaces information and routes requests. It does not send messages, modify records, or take action in connected systems without explicit configuration and confirmation. Every interaction is logged and every escalation includes full context.

See it in Action

Book a 20-minute walkthrough. We will load sample admissions content and run a prospective student query through the full loop from entry requirement question to open day registration to advisor escalation.

learnwise.ai/demo | hi@learnwise.ai

