



## Overview

### About Vaasa University

Located in Finland, the University of Vaasa is an internationally competitive and business-oriented university with expertise in business technology, management and communications.

 **5.100 students**

 **539 faculty**



## Student Wellbeing

The Finnish education system is well known for having one of the best education systems in the world. Their holistic teaching approach considers things like student well-being which is not a common focus of most educational institutions.

Post-pandemic challenges pushed the University of Vaasa to address new issues arising from the drastic changes in student learning environments and everyday lives.

## Post pandemic challenges

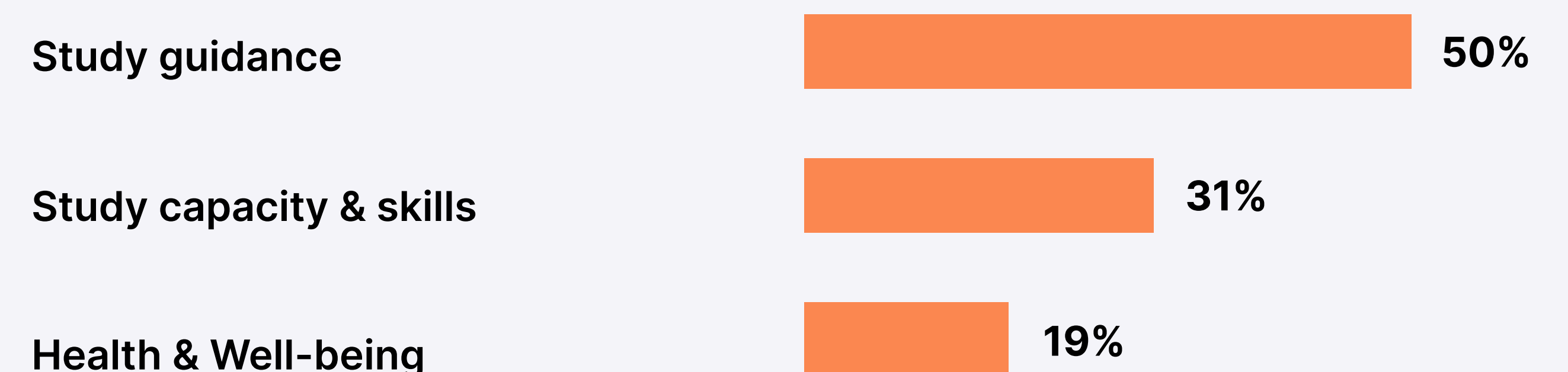
- Using remote and hybrid learning models
- Improve campus life and expand the community that had been lost for quite some time
- Increase student engagement
- Lack of academic and emotional support

When the University of Vaasa choose to prioritize student well-being they opted for the help of technology in the form of an AI chatbot. The suggestion came from their very own student union, who perhaps, as a generation that has grown up using technology in every other aspect of their lives, saw technology as an obvious solution.

## Approach

The University of Vaasa took on the issue by first identifying the type of support needed:

### Types of support needs detected



### Based on those needs, Vaasa prioritized the following:

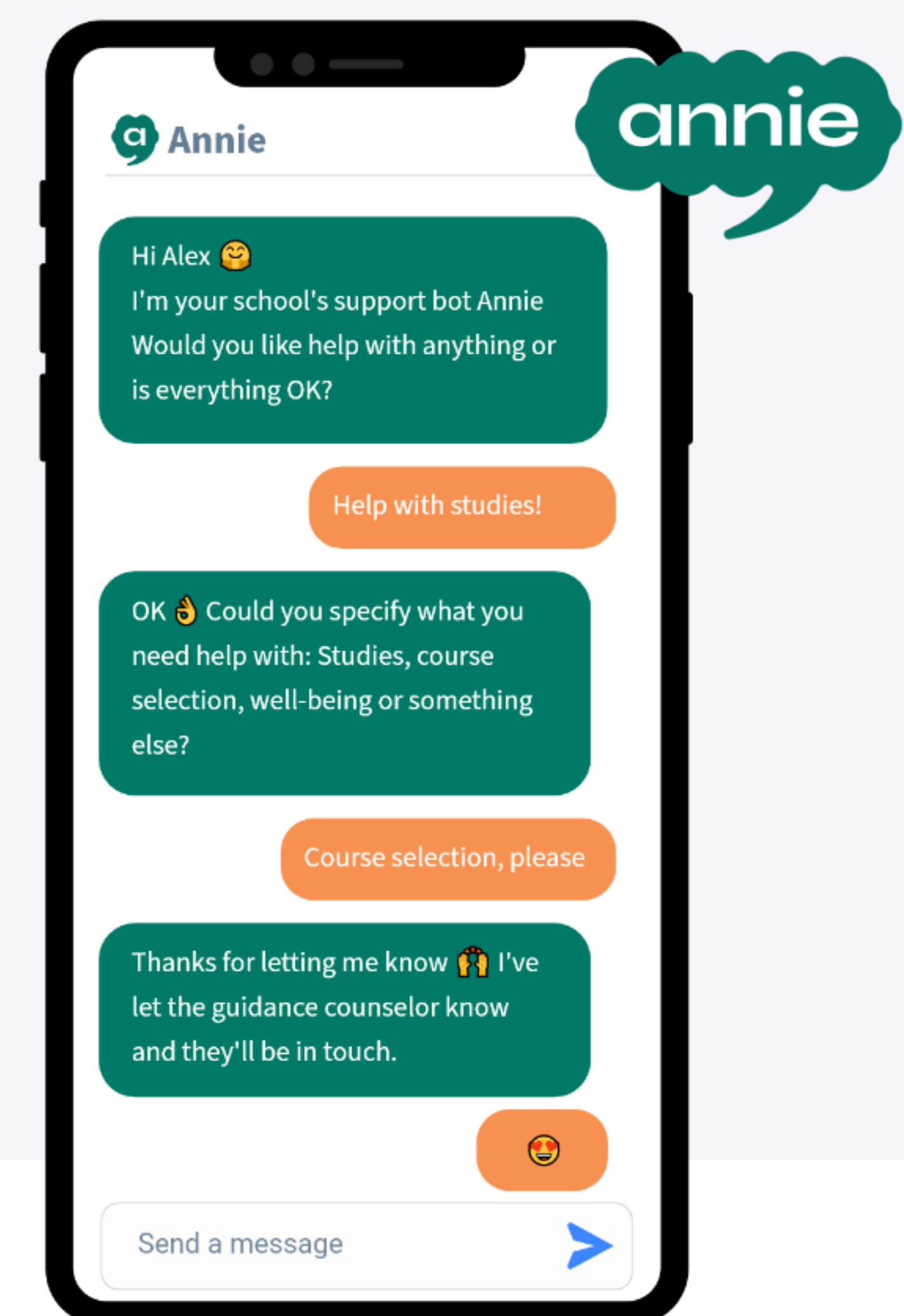
- 1 Quick
- 2 Personalized
- 3 Efficient
- 4 Low cost
- 5 Simplicity. No need to install anything, just a phone number to connect.





They found the solution in an artificial intelligence chatbot, called Annie Advisor, which contacts students preemptively to ask if they need help or support. With the help of technology, Vaasa was able to develop smart chat flows tailored to their students and university.

These chat flows engage students by asking questions that find out students' needs and direct them to the best support staff or resources.



## Results

The university was able to provide support for a large number of students more efficiently by allocating staff and resources to the students that truly need help. They also found that it saved time because some support needs could be resolved without human intervention.

**“The data helps us understand what services need so we can better develop our services to match”.**

- Susanna Mäenpää, Amanuensis & AnnieAdministrator

After two years of use, they found text messaging to be an efficient way to reach students, as evident by the high response rates.



**85%**

message response rate

**22%**

of students with support needs

