



ocelot®

# Enhancing Higher Education Support Systems with Human-Centered AI

**Meghna Roy**

SVP, PRODUCT MANAGEMENT, OCELOT

# Generative AI vs Human-Centered AI



---

## Generative AI

- Generates text responses based on user input
- Facilitates learning and support
- Not a substitution for human interaction



---

## Human-Centered AI

- Prioritizes human needs
- Personalizes learning
- Fosters an active partnership between humans and AI

# Benefits of Human-Centered AI in Higher Education



## Admissions & Enrollment

- Automating routine tasks
- Engaging with prospective students through chatbots and live chat
- Personalizing the admissions experience



## Student Affairs

- Proactively analyzing student data to identify potential challenges
- Recommending relevant resources and support for students
- Empowering Student Affairs professionals to focus on meaningful interactions



## Financial Aid

- Streamlining and personalizing the financial aid process
- Reducing administrative burden on staff
- Empowering financial aid professionals to provide expert guidance and support

## SUCCESS STORY

# A California Community College



### Ocelot Chatbot

- 321,839 Total Questions Answered
- Saved 17,835 Hours
- \$1,681,608 Saved

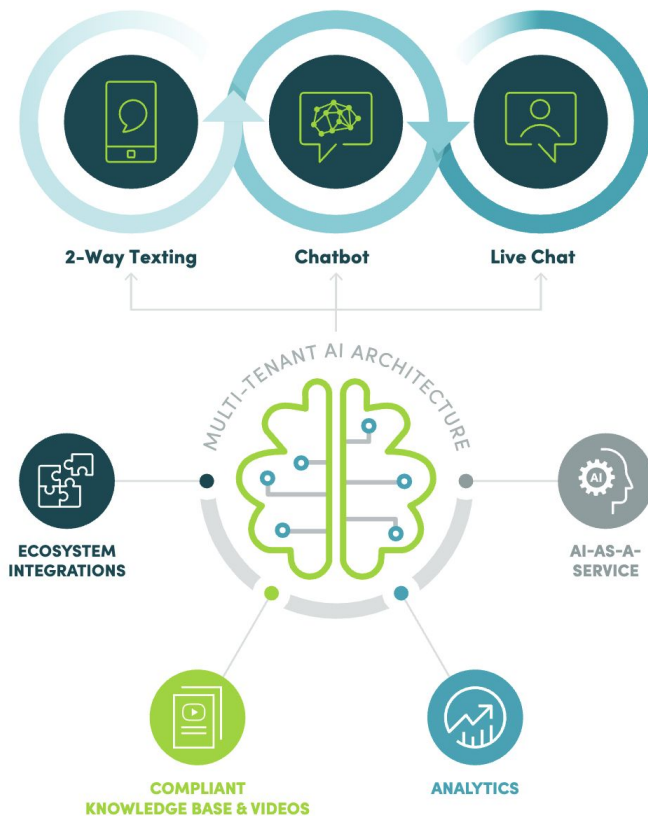


### 2-Way Text Campaign

- Targeted Students Unable to Enroll Due to Unpaid Tuition
- Saved \$1.8M in Tuition Revenue
- Re-enrolled 3,100 Students

**Total Savings of \$3.4 Million**

# How Ocelot Incorporated Human-Centered AI into Its Products





# Future of Human-Centered AI in Higher Education Support

- Data-driven and proactive interventions
- Workflow automations to enable time for quality human interactions
- Continued digital transformation to be ready for AI innovation



[Click here](#) to get your copy of our latest booklet:

# "The Power of Human-Centered AI in Higher Education"

Thank you for joining me!