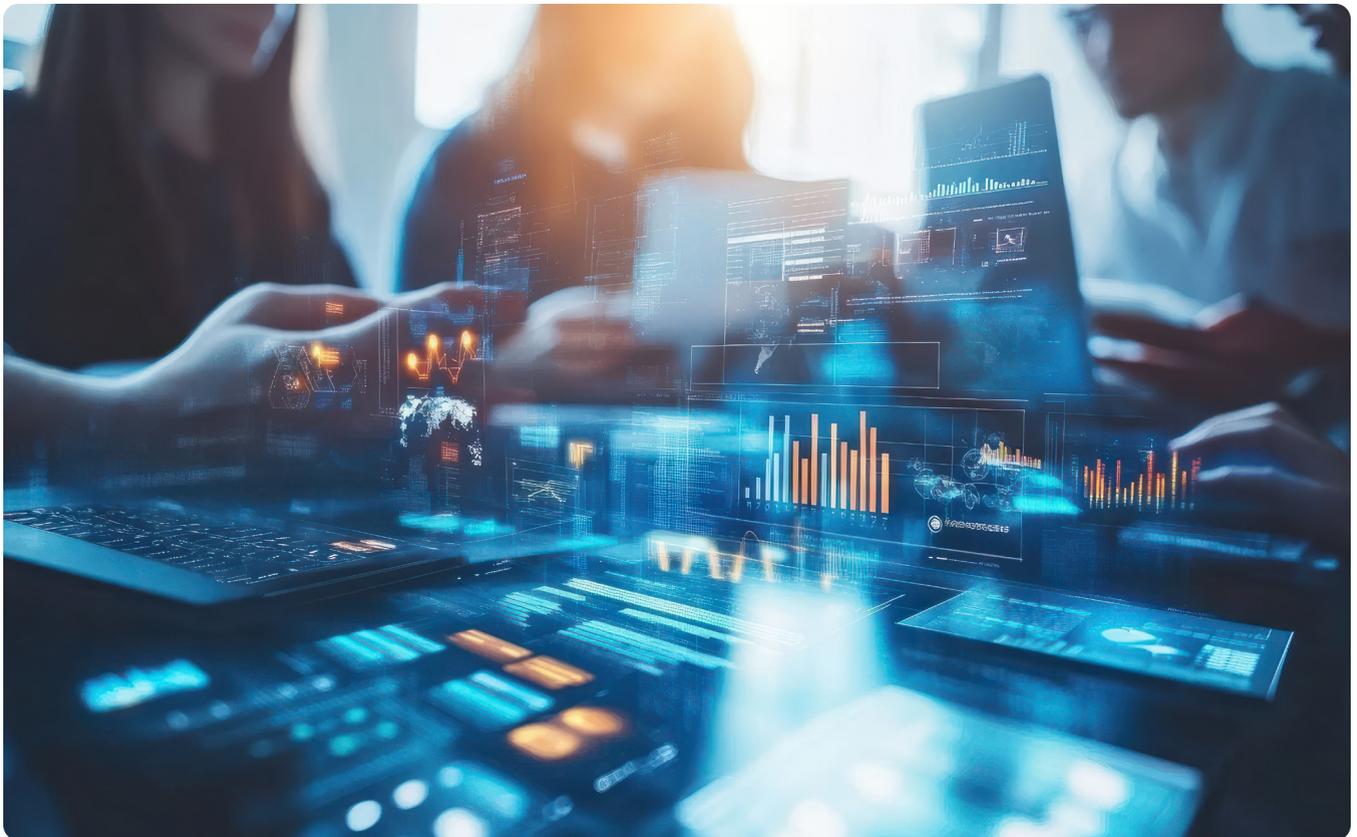
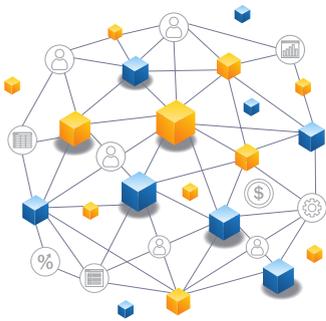


Now Hear This: 4 Ways AI Drives Collaboration and Student Success

As colleges and universities embrace more inclusive decision-making and data-driven student experiences, new collaboration capabilities made possible by AI arrive right on time.

As higher education collaboration tools increasingly embed game-changing AI capabilities, administration, research, academic departments, and students all benefit. The data points uncovered by such tools reveal opportunities to improve the student experience, retention, and success. As the new academic year gets underway, here are four essential collaboration trends now making waves, enabled in large part by AI but also through more innovative uses for the UCaaS workhorse.





1 | Always-On Responsiveness, Improved Engagement

Students, parents, prospects, and other stakeholders now enjoy support and answers to their queries instantly, any time of day, through AI-enabled solutions like chatbots. Administration teams who leverage AI receptionists for FAQs, routing inquiries, automating workflows, summarizing meetings and even detecting caller sentiment improve university communication and responsiveness. These are meaningful moments that positively impact the overall student experience and drive more seamless interactions in students' and stakeholders' day-to-day, according to Michael Fiocca, Area Vice President at RingCentral. "It's so important for the admissions department to be able to automate tasks and integrate with CRM, not just an LMS."

Business office teams who communicate with constituents can quickly access relevant data to answer questions and readily link the AI tool to assets — or upload assets into an AI tool to create and share instant answers, rather than waiting on someone to become available to answer callers' needs.



2 | More Inclusive Decision-Making

Students, adjuncts, and university staff also enjoy greater opportunities to get involved through collaboration solutions and tools that support task forces, working groups, and forums, helping to amplify their efforts as well as their voices. Universities moving toward a more democratic and transparent decision-making culture have embraced collaboration solutions as an integral component of that work, creating a more holistic, student-centered ecosystem as a result.

"Being able to create cross-collaborations between departments and students and professors offers real return on investment," Fiocca said. "Having a shared vision and clear goals allows the university to move forward using AI without creating siloes or misaligned efforts. New collaboration solutions allow the university to break away from traditional siloes."



3 | Data-Driven Retention and Success

AI's power to quickly sift and mine insights from disparate datasets opens up new ways of seeing student progress and the potential to predict when students may be at risk of falling behind. AI-enabled solutions increasingly represent one piece of a comprehensive approach to student support. For instance, the University of Texas at Austin is just one institution that partnered with AWS to develop its AI-powered tutoring platform, UT Sage, which the university bills as "personalized learning support at scale." The solution allows instructors to create customized virtual tutors aligned with their course content, and engages students in Socratic-style dialogue, furthering their engagement with course materials.

“AI and digital community tools help students feel like they have a sense of belonging,” Fiocca said. “When it comes to student life, like clubs, mentoring opportunities, events — it’s a great way to get students engaged.”

All of that moves students from passive to active participants in class discussions and collaborative exercises.



4 | Meaningful Workforce Prep

Collaboration tools today also offer more than simply meeting platforms. Integrated AI features enable active participation in collaborative sessions, summarizing threads, grouping participants, and automating repetitive tasks or responses.

“If they’re exposed to these AI features in their collaboration tools while they’re in school, they will fit right in when they go to their first job,” Fiocca said. “They’re more likely to be able to lead in front and make suggestions for how to use AI more effectively.”

Exposure to collaboration and AI features eases students’ transition into professional environments where the use of such tools has become increasingly standard. With such experience, students may also enjoy a competitive edge in the job market after graduation.

Integrated AI capabilities offer a safer way for universities to rapidly bring AI to students at scale, while building out proprietary systems and ensuring proper governance, compliance, and privacy.

RingCentral Brings AI to University Communications

RingSense™ helps colleges and university administrative offices turn student and stakeholder interactions into insights. On-the-spot AI-assisted call coaching tips, automatic CRM updates, and caller sentiment analysis are just a few of the benefits now possible through AI integration.

RingCentral’s AI Receptionist™ (AIR) makes it easy to assist students and other university stakeholders, 24 hours a day, allowing teams to answer calls, handle routine questions, route inquiries, send texts, and schedule appointments, all with a natural, human-like tone, without the overhead.

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