



Belmont Abbey
COLLEGE

*That in all things God
may be glorified*

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Contact:

Rolando N. Rivas, RolandoRivas@bac.edu

Belmont Abbey College Invests in New AI Chat Service

Belmont, NC (February 3, 2020)— Belmont Abbey College has invested in a new artificial intelligence online chat service. The new service will launch on February 5th in the form of Benny the Bot across the college's website. Named after the college's mascot, the new service has the goals of improving customer service, making the website more effective, and increasing engagement on the site. The tool will also help with text communications and process new student inquiries.

Benny the Bot will welcome new visitors to the Belmont Abbey College website on its admissions pages, student life pages, and academic pages. The AI interface will answer questions regarding the college and over time will improve. Have a question about residence halls? Want to sign up for a tour? Benny the Bot will respond with links to pertinent pages or will provide you the answer directly. Some students have already tested out Benny the Bot and it has received positive reviews. "This is really easy to use, and I do not have to search for what I need," said Taylor Cozart a senior sports management. Faculty and staff helped to test the service prior to launch. "Overall, Benny the Bot did pretty well," said Dr. Nathalie Cote in Psychology. "It gave me links to relevant information even when I misspelled psychology."

The artificial intelligence online chat scans and pulls data from the Belmont Abbey College website, it then responds based on the data it finds, using that data to make a prediction. The bot is learning as it goes, so when students and parents ask Benny the Bot a question, it will learn from the interaction. With each interaction the bot requests feedback so as to assess its response and improve the next one. The college will also soon roll out website and Facebook live chat with the bot. Visitors will have the option to talk to someone live via chat primarily during business hours.

Over the last several months the college's Information Technology, Academics, Admissions, Campus Life, and Marketing, have worked collaboratively to develop the online chat. The college teamed up with Ivy.ai, which is a company that helps colleges and universities around the world assist students and parents find information more efficiently. "The multiple distribution channels, the future connection with Facebook, and the ability to integrate live chat made picking Ivy.ai an easy decision," said Rolando Rivas, Executive Director for College Marketing and Communications.

About Belmont Abbey College: Founded in 1876, Belmont Abbey College is a private, Catholic, baccalaureate and liberal arts institution. Our mission is to educate students in the liberal arts and sciences so that in all things God may be glorified. Guided by the Catholic intellectual tradition and the Benedictine spirit of prayer and learning, we welcome a diverse body of students and provide them with an education that will enable them to lead lives of integrity, to succeed professionally, to become responsible citizens, and to be a blessing to themselves and to others. Our beautiful and historic campus is conveniently located just 10 miles west of Charlotte, N.C., and is currently home to more than 1500 students. For more information, visit www.belmontabbeycollege.edu.