

CREATING SERVICE INSIGHT THROUGH CHATBOT CONVERSATIONS

HOW SHASTA HELPS IMPROVE SERVICES
USING CUSTOMER ANALYTICS

  If routine questions consume staff time or if you need better customer insights, keep reading.

AI IMPACT AT UH

uh.edu/ai-impact



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SERVICE OVERVIEW - 18 MTHS POST-LAUNCH

23

PARTICIPATING
DEPARTMENTS

72,000

CHATBOT
CONVERSATIONS

6,000

EST STAFF HOURS SAVED
BASED ON 5 MIN INTERACTION

THE CHALLENGE

University staff often spend **significant time answering the same questions** through phone calls, emails, and support requests, reducing capacity for more complex customer support.

THE SOLUTION

Shasta, UH's AI-powered virtual assistant, provides **instant answers** using trusted university information, **integrates with campus systems** for personalized support, and **helps departments understand what information is essential**, missing, or inaccurate.

THE VALUE



“ The insights we gain from chatbot interactions also help us better understand our customers and continuously improve the services we provide. ”

Kendrick Hagins
Director, IT Customer Services
Technology Services and Support

THE LESSONS



Chatbots only perform as well as their sources. Trusted, validated content matters.



Consistent human oversight is critical. Staff must regularly review conversations, refine sources, and resolve info gaps.



Measurement matters. Define success metrics early to uncover both what is working and opportunities to improve.



Awareness drives adoption. Visibility through promotion encourages regular use.



Know when to escalate. Learn where AI is effective and when human support is needed.

THE INSIGHTS


40%

CHATS OCCUR AFTER HOURS

Customers need support beyond typical business hours


83%

RESOLUTION RATE

Routine demand can be handled through self-service

THE SHIFT

AI support is more than just automation. It is a way to **turn routine interactions into measurable data** to help understand customer needs.

THE BIGGER PICTURE

Every support interaction is a data point. Capturing and analyzing those interactions turns everyday questions into more informed decisions.

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HOW SHASTA HELPS IMPROVE SERVICES USING CUSTOMER ANALYTICS

Many UH departments face the same challenge: providing fast, consistent answers to common questions while ensuring staff remain available for the situations that require human expertise. Shasta, UH's AI virtual assistant (uh.edu/shastabot), helps meet that need by **providing support beyond traditional service hours** while giving departments a better understanding of the questions and services their communities are seeking.

UH AI Solutions (AIS) offers Shasta as a service that enables departments to expand support availability while handling many of the routine questions commonly directed to staff using trusted university information sources. Since its launch, the virtual assistant has expanded to support nearly two dozen departments, **reducing the volume of routine inquiries** staff must handle while giving them **greater visibility into the questions people ask most often**.

THE CHALLENGE

University service teams receive repeated questions about enrollment, financial aid, account balances, technology support, and other routine needs. Every question matters to the person asking, but the **volume and repetition can pull staff away from situations that require context or individualized support**. While departments know users need help, they often do not systematically track the questions they receive, making it difficult to identify recurring needs and where additional support resources may be required.

THE SOLUTION

Shasta **pairs AI with trusted university information** to provide a highly available service option for common questions. Through integrations with campus technology systems, Shasta can **provide personalized information** such as account balances or enrollment details. Conversation data can also be leveraged to find content gaps and areas where information sources can be improved to offer better context.

“Shasta Chat Bot has become an important extension of our customer service strategy. It helps reduce repetitive inquiries by providing immediate answers to common questions while allowing our staff to focus on more complex support needs.”

- Kendrick Hagins, Director, IT Customer Services, Technology Services and Support

IMPLEMENTATION CONSIDERATIONS

Effective AI support depends heavily on **high-quality information it can access**. AIS creates an AI-assisted content review to evaluate website source quality and recommends ways to improve information accessibility and discovery.

HUMAN OVERSIGHT

For every departmental chatbot launch, subject matter experts (SMEs) review conversations to **validate source accuracy and identify ways to improve response quality**. Customers can also escalate conversations if more personalized support is necessary.

THE PROGRESS

Within the first 18 months, **Shasta has been deployed across 23 service areas.**

72,000+ Chatbot Conversations	83% Service-Wide Resolution Rate Answers from verified sources ~59,000 resolved conversations	40% Conversations Outside Business Hours	~\$90,000 Saved in labor-equivalent support @ \$15/hr and 5 min avg interaction
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The data shows:

- Individual conversations become opportunities to understand user behavior and service demand patterns that may otherwise be difficult to measure
- Routine questions can be addressed using institutional information sources
- Customers expect access to support even when offices are closed

Even when measured against the lowest-cost support staffing model, a \$15-per-hour student worker, the volume of conversations represents a significant amount of service capacity. **At an estimated five minutes per interaction, 72,000 conversations equate to approximately 6,000 work hours, or \$90,000 in labor-equivalent support activity over 18 months.**

WHAT UH IS LEARNING

The most valuable lesson may be a better understanding of what people are trying to accomplish when they reach out for help and how the chatbot can transform support for participating departments.

FROM ANECDOTAL TO MEASURABLE Conversation logs help departments see which questions users ask instead of relying only on informal impressions.	CONTENT QUALITY DRIVES AI QUALITY Chatbot response quality is only as good as its sources. Regular conversation and source review by SMEs ensure that Shasta offers a consistent, accurate support experience.
DEMAND DOESN'T HAVE BUSINESS HOURS Forty-percent after-hours traffic shows customers cannot always wait until traditional business hours to find the answers they need.	SELF-SERVICE HAS LIMITS Not every question can be resolved through automation. Human support is still essential for situations requiring judgment or individualized decision making.

WHY IT MATTERS FOR OTHER DEPARTMENTS

The broader opportunity is understanding how people seek information, what questions they ask most often, and learning where they encounter barriers. The long-term opportunity is not simply providing answers at scale but using those interactions to continuously improve the university experience.

THE TAKEAWAY

Shasta demonstrates that artificial intelligence can do more than automate support. It can transform thousands of individual conversations into actionable data points to improve institutional knowledge. Departments can better **understand customer needs** and **identify opportunities for improvement.**