# FAEL, a 100% online Brazilian college, streamlines the sales process with digital assistant using AI Microsoft.

FAEL College is one of the TOP 10 in EAD in Brazil with more than 80,000 students in its Undergraduate and Graduate courses. Through Artificial Intelligence it increased its sales using a digital assistant. The Bella Education Suite developed using Microsoft QNA and LUIS cognitive services was the solution of choice. Today, telephone service has been reduced by 50%. outcome.
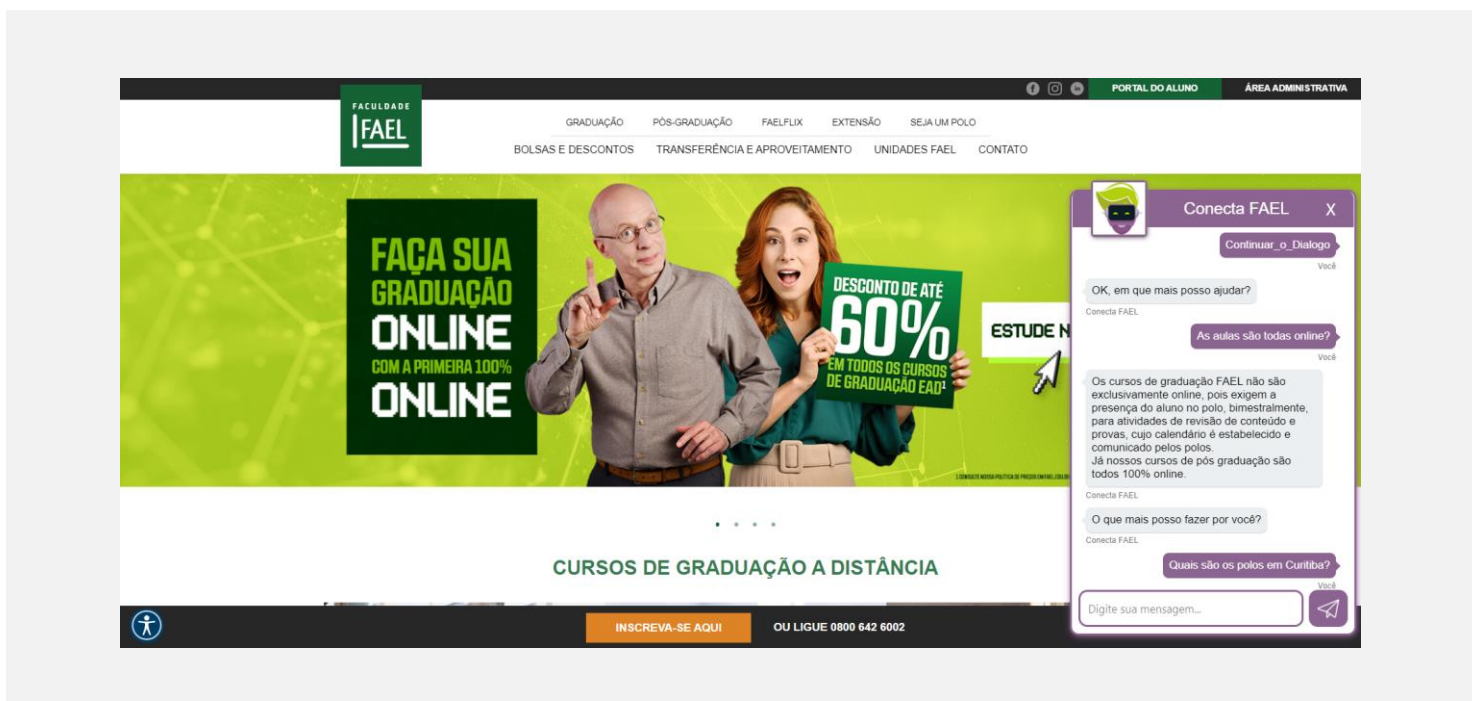
At-a-glance:

Customer: FAEL College

Website: www.fael.edu.br

Customer Size: Large (1,000 – 9,999 employees)

Country: Brazil

Industry: Education

Products and Services: Microsoft Azure

A.I. Networks, FAEL College, & Microsoft Azure.

Customer challenges

FAEL College is the only institution in Brazil that is 100% online and receives visits from thousands of candidates, interested in their Undergraduate and Graduate courses on its website daily. However, it is natural that they have doubts before making the enrollment decision. Before the digital assistant was implemented, these doubts could only be resolved through the helpdesk to assist the candidate by calling 0800. The objectives were to increase the service capacity and responses, and to improve the automatic sales and lead generation process without growing the student service helpdesk team.

Partner Solution

When looking for a way to bring this answer quickly and efficiently, we found Bella, a digital assistant totally built using Microsoft solutions - Azure, QNA and LUIS, as the most effective solution. The agent, here called Conecta, brings the information most requested by the candidates and creates a dialogue using neuro-linguistic programming so that the basic questions are met which includes offering the possibility and encouraging the student to register. In this way, we are promoting the first moment of interaction with the student and capturing this lead to our database.

Customer Benefits

The service provided by Conecta (conversational agent), drastically reduced the number of calls with basic doubts, allowing the Helpdesk to handle more complex cases. With this new process, the site started to generate a greater number of Qualified Leads, and, consequently, a greater number of enrollments in the sales funnel. In the most recent sales campaign, calls were reduced by 50%, which allowed for better personal service and reduced the need for new employees for this service. With the excellent results collected from the implementation of Conecta for the service of prospects, FAEL has already started to provide some after-sales service, also through Bot.

Calls were reduced by 50%

50,000 transactions per month

Attracting leads

Microsoft Partner

■■ Microsoft