



RANDOLPH-MACON COLLEGE

How Student Engagement at Randolph-Macon College enhanced with BlackBeltHelp's AI Chatbot Solution

Randolph-Macon College

SUCCESS STORY



Christine Pimblett
IT Service Desk Lead
Randolph-Macon College

Website

www.rmc.edu

Type

4-year, Private not-for-profit

Total Enrollment

1,500

Founded

1830

We deeply appreciate the dedicated efforts of the BBH team over the years in enhancing the utility of their solution. Their commitment to continuous training and product refinement, including the addition of features like tabbing and menu structure, has significantly contributed to the maturity of the product. It has proven immensely beneficial to our institution.

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THE CHALLENGE

Before integrating BlackBeltHelp's chatbot solution, the college faced delays in addressing support requests due to manual handling, coupled with staffing and resource limitations. Students often experienced difficulty accessing pertinent information and navigating complex systems, leading to frustration and dissatisfaction.

Randolph-Macon College encountered various challenges, including:

- Providing round-the-clock support to meet student needs effectively
- Improving response times for timely assistance
- Enhancing student access to essential information and resources
- Elevating student satisfaction levels
- Minimizing operational costs to optimize resources

THE SOLUTION

BlackBeltHelp deployed a Chatbot across various departments, encompassing IT, Admissions, Records, Registration, Financial Aid, and Accounts Receivable Services.

OUTCOMES



Transfer to Agent



Bot Answered



Chatbot Accuracy Rate

ABOUT RMC

Randolph-Macon College is a distinguished private, co-educational liberal arts institution situated in Ashland, Virginia, United States. Recognized among U.S. News & World Report's top 150 national liberal arts colleges, Randolph-Macon College boasts a strong commitment to academic excellence and student success. A significant percentage of students receive financial awards, with scholarships and grants averaging over \$25,900 from various sources.