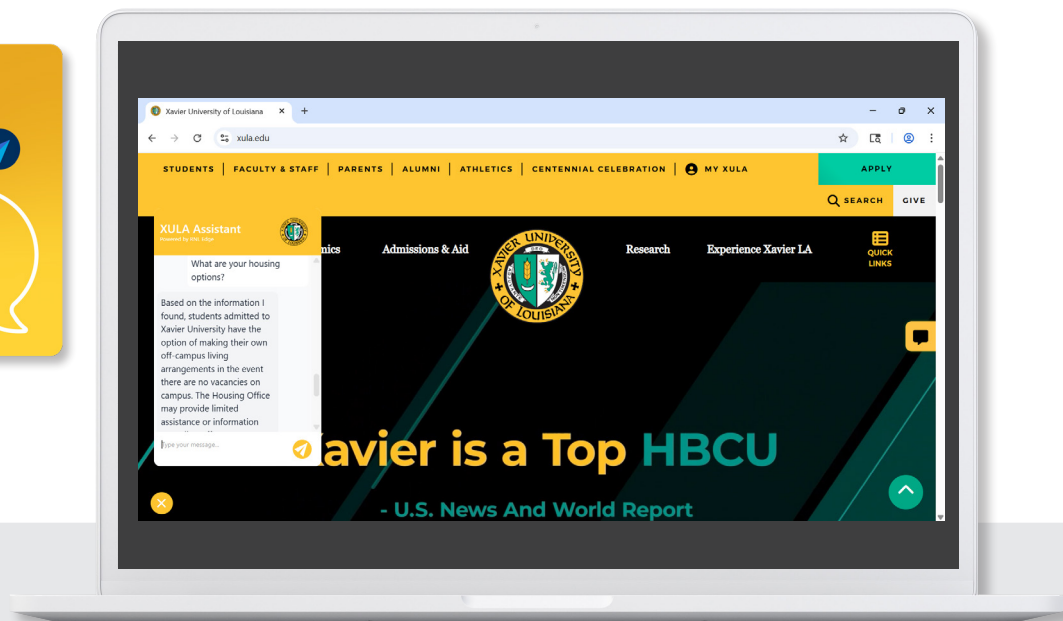
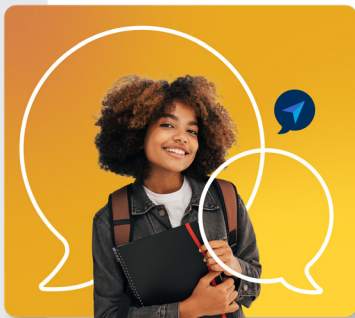


Client Success Spotlight: Xavier University of Louisiana (XULA)

The Challenge: Enhancing Engagement Amid Staffing Constraints

Xavier University of Louisiana (XULA) sought to maintain high-touch engagement with prospective students and families, but their admissions team was operating under significant staffing limitations. This resulted in an overwhelming volume of repetitive questions, diverting valuable staff time from complex, relationship-building tasks. XULA needed a digital assistant that could not only provide **24/7 support** but also guarantee **trust and accuracy** in its automated responses.

The Solution: XULA chose **RNL Compass** because it offers a secure, private AI environment, ensuring students receive accurate information without the risk of misuse or data vulnerability. The solution promised to offload simple inquiries and streamline processes, allowing staff to focus on critical enrollment and relationship management efforts.



Implementation and Results

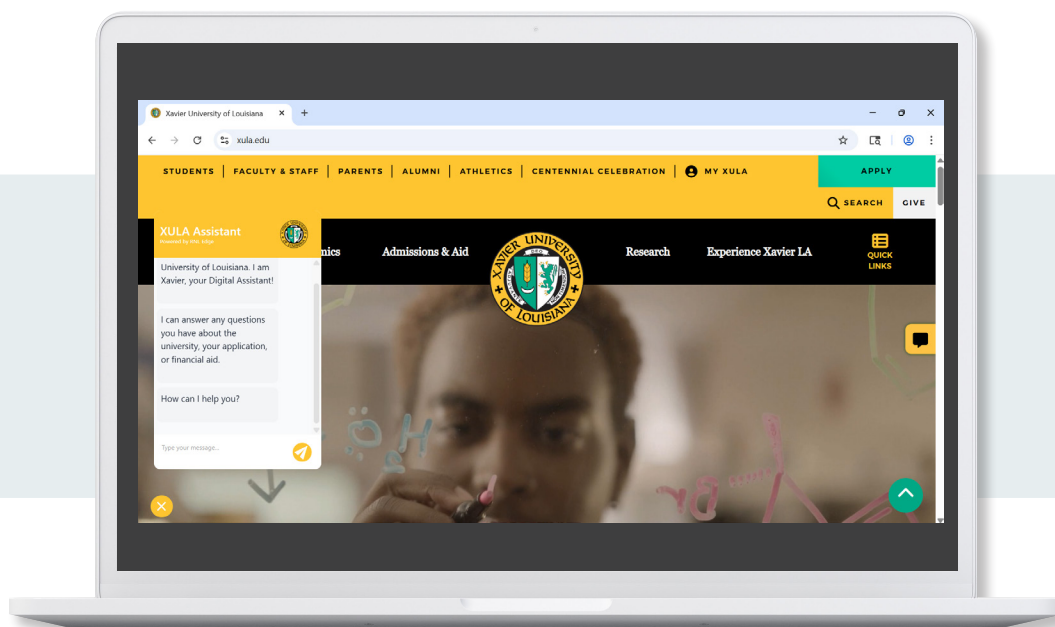
Following a smooth 8-week implementation—managed by the RNL team with minimal effort required from XULA staff—the XULA Assistant was launched. The impact was immediate and dramatic:

- **Significant User Reach:** In the first five months alone, the XULA Assistant had 466,611 conversations with students and families. The peak came in **September 2025** as students settled into campus, with the Assistant handling **over 130,000 conversations** that month, demonstrating its critical role during high-volume periods.
- **Exceptional Efficiency:** An impressive **99% of all conversations were handled exclusively by the XULA Assistant**. This nearly complete automation eliminated the need for live staff handoffs and resulted in a dramatic reduction in the burden on the admissions and support teams.
- **Valuable Insight into Student Needs:** Conversation data immediately highlighted the most critical student and family needs. The most frequent topics included application assistance **18.3%**, housing inquiries **6.9%**, financial aid assistance **5.6%**, and general program/major information **5.4%**.

The most frequently asked questions demonstrate the assistant's ability to manage critical administrative and enrollment topics:



1. *"Is it still possible to accept my acceptance offer?"*
2. *"What are upcoming Alumni Trips?"*
3. *"How can I get scholarships?"*



The XULA Assistant successfully provided immediate, accurate guidance on these topics, transforming their digital experience and confirming RNL Compass as a powerful, trusted partner in achieving student success goals.

