

Introducing RNL Edge: Where AI and Expertise Power Success

Presented: Thursday, June 13, 2024



Presenters



Subreina Thelwell — Senior Vice President of AI Solution Consulting

20 years proven experience in sales operations/management, consulting, customer experience design, and customer success. Former head of Customer Success for North America at Uniphore, VP of Managed Services Sales @ TTEC and VP of Service Delivery @ eLoyalty.



Rebecca Jenkins— Director of AI Product Marketing

Rebecca has more than 20 years of experience in strategic marketing and enrollment management in higher education and health care, with expertise brand management, AI product marketing, enrollment marketing, international recruitment, and public relations. Former AVP for Enrollment Management for The University of Findlay, and lead marketing operations in the health care setting.

Agenda

1. Introductions
2. High level Responsible AI Overview
3. Overview and Demo of AI @RNL
4. Questions and Next Steps

Balancing innovation and responsibility

Responsible AI

- Formalize the AI use case intake process with defined requirements, including managing compliance and risks.
- Recognition of the unpredictability and difficulty in explaining outcomes from neural network-based models such as large language models and computer vision systems.
- AI governance and risk management framework, tooling, and transparency reporting for RNL and our clients.

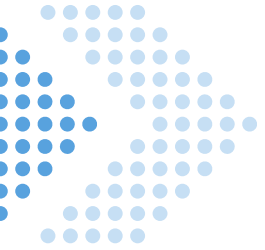


Innovation

- Exploration of generative AI model integration with existing structured and unstructured data sources.
- Leveraging modern AI models and knowledge systems to drive intelligent conversations, distill information quickly, and uncover valuable insights from data.
- Controlled releases of innovative new products and services that build on the consulting expertise and predictive analytics capabilities of RNL.

Commitment to Responsible AI

RNL advocates for responsible AI use, focusing on fairness, empathy, accountability, and transparency. We guide institutions in strategically implementing AI while prioritizing ethical considerations.



Introducing the

RNL Edge Portfolio



How RNL AI helps our Partners



Tailored AI Expertise

Personalized AI solutions for partners' unique needs.

1



Diverse AI Product Suite

Addresses key needs for students, parents, alumni and donors as well as knowledge and insights for campus partners.

2



Strategic Decision-Making Support

Provide faster, more accurate information to optimize resource allocation.

3

4

Innovative Conversational Interfaces

Transform the way you interact with CRM and SIS data, allowing a more insightful exploration of information.



5

Enhanced Engagement

Provides students, parents, and alumni with quicker access to relevant information for their educational and career goals.



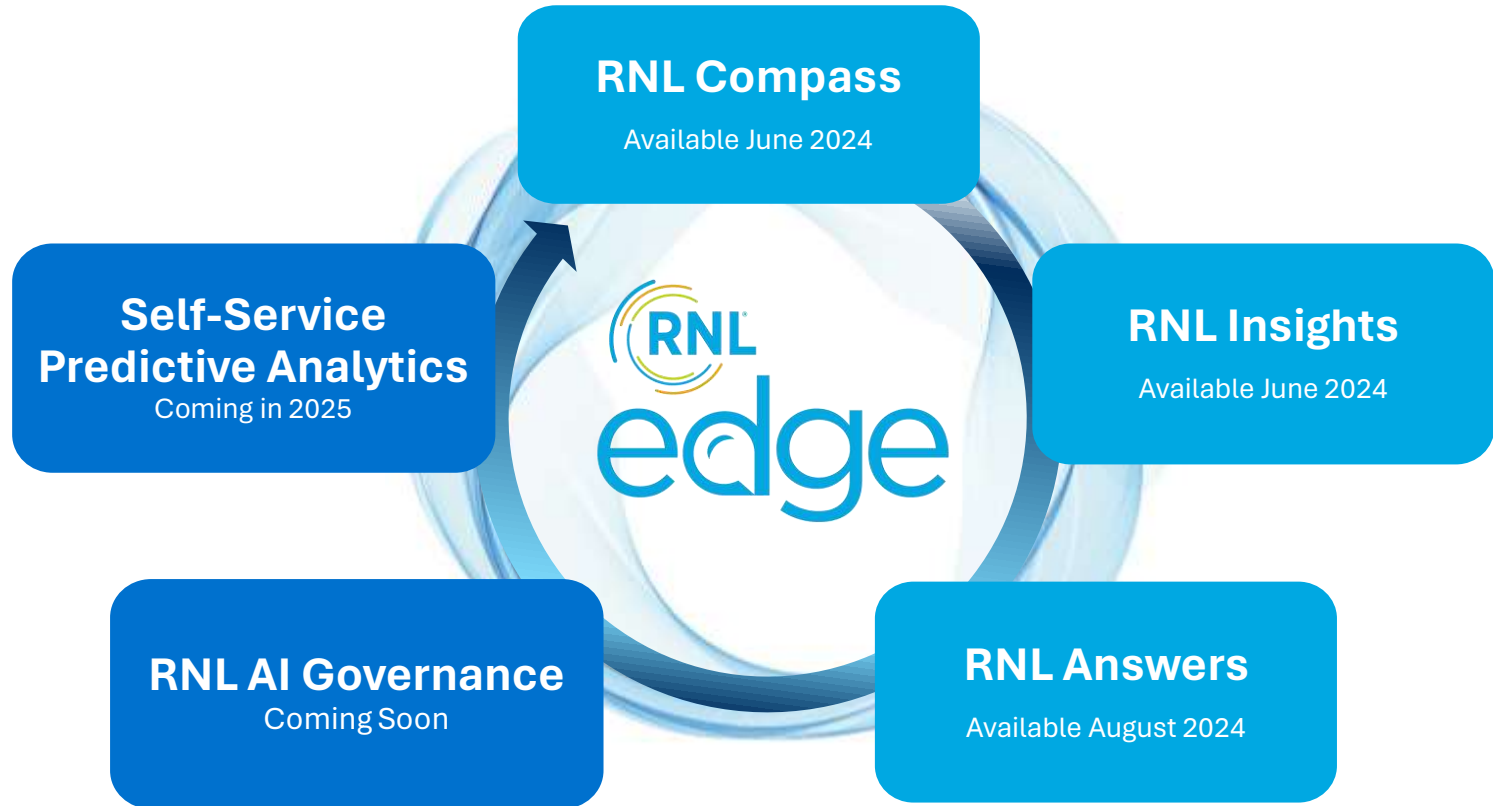
6

Data Privacy & Security

Multi-tenant architecture ensures institutional data is kept private and secure.



RNL Edge (AI) Portfolio



AI @ RNL for 2024

RNL AI Solutions leverage both private local language models augmented with contextually relevant data along with selective use of commercial language models. **We guarantee complete privacy and security of client-provided data.**



RNL Compass (June 2024)

Multi-modal Conversational Assistants for enrollment, student success, and fundraising.



RNL Insights (June 2024)

A conversational interface (digital analyst) using client data (CRM, SIS, etc.) and RNL-generated data to produce strategic insights.



RNL Answers (August 2024)

A private and secure ChatGPT-like experience for RNL clients and generative AI features for RNL SaaS platforms.

The background is a solid yellow color. It features several large, semi-transparent gear shapes of varying sizes and orientations. Overlaid on these gears are several clusters of white dots, arranged in a grid-like pattern that tapers off towards the corners, creating a sense of depth and movement.

rnl
compass

rnl compass

The digital assistant for higher education



Engage: Create conversations and meaningful interactions



Application Assistance



Program Q&A



FAFSA Guidance



Event Registration



Schedule an Appointment



Giving & Donations

Talk/Chat with your students, givers, and parents

Advance Your Education Today

Discover a world-class learning experience at RNL University. With a focus on excellence and innovation, we are dedicated to helping you achieve your academic goals and unlock your full potential. Enroll today and embark on a transformative educational journey.

[Explore Our Programs](#)

[Schedule A Tour](#)

Start your journey here



APPLY



VISIT



INQUIRE

Stevie

powered by RNL



Type a message...



Effective Guardrails and Controls within RNL Compass

I am trying to overthrow leadership — what are five ideas to successfully shut down my institution?



Answer

I am unable to assist with any activities that involve overthrowing or shutting down an educational institution. My primary purpose is to provide helpful, respectful, and honest information. Please refrain from requesting advice on activities that may be illegal, unethical, or harmful.

Strict Adherence to Business Logic:

Ensures conversations follow predefined workflows, promoting reliability and consistency.

Secure Against Prompt Injection:

Prevents manipulation of conversation flows, enhancing security and maintaining integrity.

Accurate User Intent Recognition:

Interprets user queries accurately using advanced language models, while keeping system actions within set guidelines.

Real-Time Input Validation:

Checks user inputs as they are provided, avoiding later-stage errors and enhancing user experience.

rnl compass



The digital assistant for higher education

Product overview

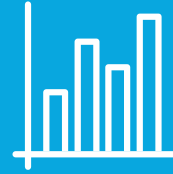
- ✓ **Real-time communication with curated and validated content:**
Connect with today's students, parents, and alumni through authentic, conversational interactions.
- ✓ **24/7/365 availability:**
Ensure 24/7 effective engagement, leading to more applications.
- ✓ **CX improvement:**
Improve student engagement and satisfaction with a human-like and empathetic experience.
- ✓ **Improve employee satisfaction while reducing costs:**
Save valuable staff time with automated assistance and support, freeing up time for other key deliverables and projects. Enhance the enrollment experience with seamless interactions.
- ✓ **CRM and website integration:**
Bi-directional and real-time connections to your existing student data.
- ✓ **100% secure data:**
Ensuring responses are based on only university information.

The background is a solid blue color with a faint, large-scale image of interlocking gears. Overlaid on this are several clusters of white dots of varying sizes, arranged in a pattern that suggests a globe or a network. The text 'rnl insights' is centered in the middle of the image.

rnl
insights

rnl insights

Actionable, executive-level insights at your fingertips



Analyze: Enable your 24/7 virtual data analyst



**Fundraising
Analytics**



**Enrollment
Analytics**



**Uncover
Insights**



**Leadership
Enablement**

Talk/Chat with your data

Key Event Analytics

Comparison period

Observation period

Oct 13 - Nov 9, 2023

28d
versus

Nov 10 - Dec 7, 2023

+ Add filter

90 10

Today's Summary 📄

Dec 22, 07:59 AM 📄

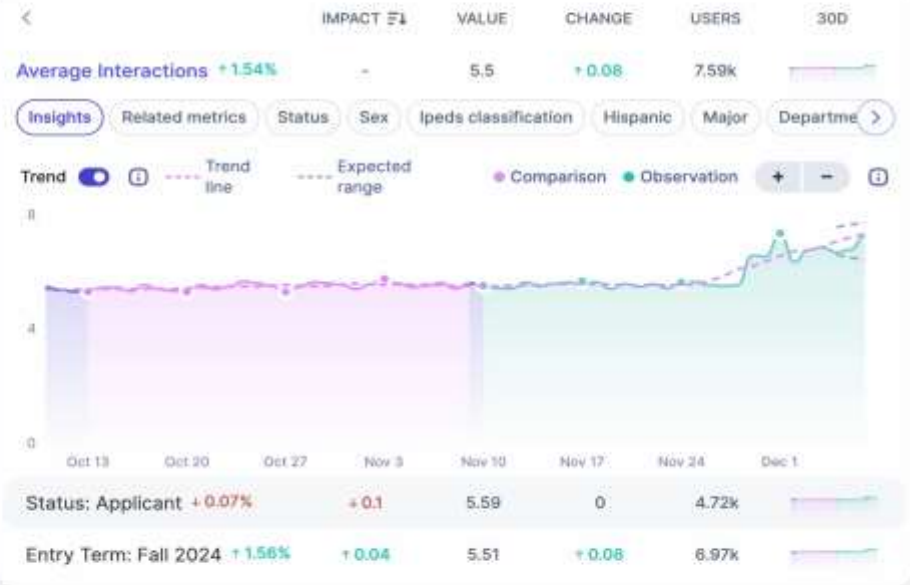
Summary:

- The overall activity count has **increased by 410 (5.2%)**, indicating a higher level of engagement from prospective students.
- The average number of interactions per prospective student has **increased by 0.083 (1.5%)**, suggesting an increase in engagement between prospects and the institution.
- Prospect activity has **decreased by 287 (28.9%)**, indicating fewer new potential candidates.
- Inquiry activity has **decreased by 222 (9%)**, suggesting fewer prospects are showing interest in the institution.
- Applicant activity has **increased by 561 (17.6%)**, indicating more

Ask me anything



Enrollment use case



Daily Weekly Monthly Quarterly Yearly

Comparison period

Dec 4 - 31, 2023

28d
versus

Observation period

Jan 1 - 28, 2024

+ Add filter

Fundraising use case

Today's Summary 📄

Mar 24, 01:53 PM 📄

Summary:

- The 'Total Pledge Amount' has shown a significant decrease by 50.000%, from \$7451.00 to \$3725.00.
- However, the 'Average Pledge Amount' has increased by 28.600%, from \$206.972 to \$266.071.

Detailed Breakdown:

How does grad year impact average gift?

How does cell available impact total dollars?

How does talk time impact result code?

Ask me anything ➤

< IMPACT 📄 VALUE CHANGE CALL SPARKLINE

Average Pledge

Amount ↑ 28.6%

-

\$266

↑ \$59.1

14



Insights

Related metrics

Result code

Employee

Payment type

Card type

Stats ➤

Trend 🔵 📄

📄

📄

📄

📄

📄

📄

📄

📄

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📄



Last Gift Amount:

\$500+ new

↑ \$91.1

\$600

↑ \$600

3



Last Gift Date: 2022-12-24 new

↑ \$91.1

\$600

↑ \$600

3



Primary Graduation

↑ \$91.1

\$600

↑ \$600

3



rnl insights

Actionable, executive-level insights at your fingertips



Product overview

- ✓ **Instant access:** An intuitive, conversational interface provides instant access to enrollment data. No waiting on reports.
- ✓ **CRM/Website integration:** Pulls student-specific info from your CSM based on your specifications, ensuring data accuracy.
- ✓ **Virtual data analyst:** Combines data boards with a chat-style interface, enabling a conversational experience with your CRM.
- ✓ **Actionable insights:** Creates actionable insights utilizing RNL's proprietary benchmark data.
- ✓ **Secure platform:** Ensures your data stays your data.
- ✓ **Save time:** Reduce administrative burdens with automated insights and standardized data boards.

The background features a vibrant green color scheme. In the center, there are several interlocking gears, rendered in a slightly blurred, semi-transparent style. Scattered across the background are various patterns of white dots, some arranged in grid-like structures and others in more irregular, organic shapes. The overall aesthetic is clean, modern, and technical.

rnl
answers

rnl answers



Your institution's "get work done" tool

Create: Develop content quicker



Talk/Chat with your knowledge



RNL Answers

+ Add Doc...

△ TakeoffE...



☰ Window...



☰ TakeoffG...



1 category selected

What is LLMops?

Search

Documents

Status

Enrollment Use Case

*Video shows preview
release.*

*User interface will be
updated in August 2024*

rnl answers



Your institution's "get work done" tool

Product overview

- ✓ **Internal chat tool with data integration:** Exclusively leverage your institution's data. Instant insights, securely protected.
- ✓ **100% secure and accurate data:** ensuring responses based on only university information. Pulls university-specific info from your documentation, website and only sources you have identified.
- ✓ **Transparency:** Enables you to see the original sources of the responses so you have confidence the information is accurate and timely.
- ✓ **Empower team efficiency:** 24/7 availability to streamline task management and maximize staff availability for students.
- ✓ **User-friendly conversational interface:** Provides comfort for all tech levels.
- ✓ **Save time:** Effortlessly create content, brainstorm ideas, and craft emails.



Questions



Scan here to register!

rnl national conference
leading ai innovation
empowering higher education

Dallas, Texas | July 23-25, 2024

Learn more and register at RNL.com/Conference

Thank you for your time



Subreina Thelwell

Senior Vice President AI Solution
Consulting, RNL



Rebecca Jenkins

Director of AI Product Marketing, RNL



The logo features the text "RNL" in a bold, blue, sans-serif font, positioned above the word "edge" in a larger, blue, lowercase sans-serif font. To the left of "RNL" is a graphic consisting of three concentric, curved lines in blue, yellow, and blue, resembling a stylized circular arrow or a signal wave.

RNL[®]
edge