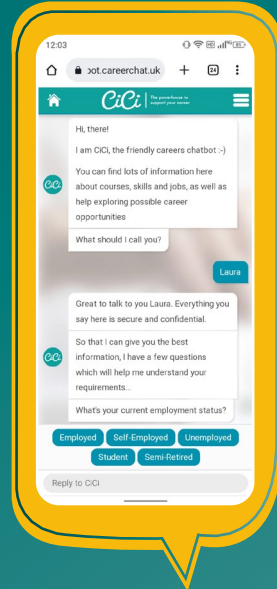
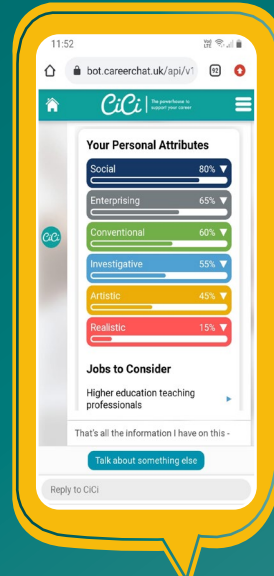
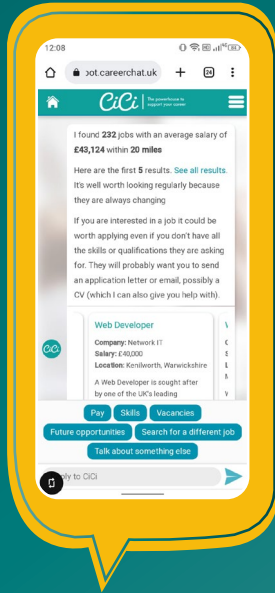
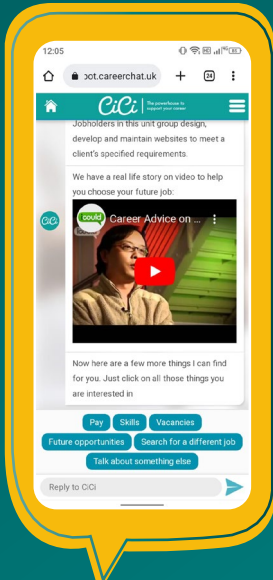
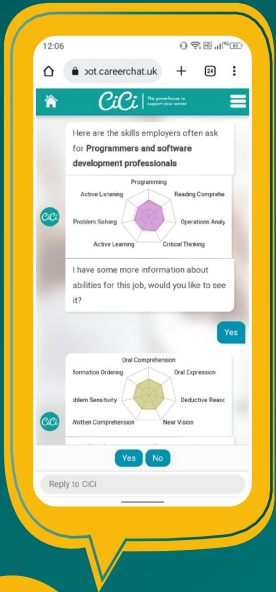


# CiCi

The powerhouse to  
support your career



Contact us for more information or to book a demo  
[admin@careerchat.uk](mailto:admin@careerchat.uk)

# CiCi

## The powerhouse to support your career

CiCi is a chatbot that supports personalised career exploration for young people and adults, giving them access to current and relevant careers information in a single place. Lighten the workload of career practitioners and improve the quality of time spent supporting students by providing 24/7 impartial and confidential careers information and advice.

### Innovative

CiCi can revolutionise your careers and employability provision, enabling personalised information and advice to be delivered at any moment in time and creating warm handover opportunities to practitioners where needed.

As well as driving the success and employability of current students, CiCi can be leveraged to boost and support prospective students through their journey to enrolment.

### Accessible

CiCi provides a multilingual experience for users translating the chat into 40+ languages and text-to-speech technology allows students to focus on the content rather than on the act of reading.

CiCi can be embedded into your institution's website and internal systems and can work across all devices.

### Highly Personalised

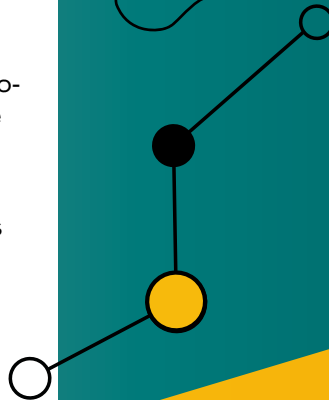
The unique architecture that sits behind CiCi is composed of elements that can be customised, creating a bespoke experience for your prospective and current students aligned with your institution's needs.

CiCi can be branded to match the look and feel of your institution.

### Comprehensive

CiCi comes with a comprehensive dashboard of metrics, giving your institution its own range of analytics to help you improve your service provision.

Each unique conversation flow has been developed based on best practices in careers conversations linking individuals to a comprehensive range of data sources. Selected examples include:



Job and Skills information profiles

**26,000+**

ESFA course information

**40,000+**

Full & part-time jobs in England, Scotland and Wales

**25,000+**

Inspirational career journey video shorts

**1,500+**

### Features include:

- Engaging activities for jobs discovery
- CV support
- Job information, vacancies and LMI
- Career insights
- Decision making
- Volunteering
- Courses and apprenticeships
- Self-employment
- Referral to a human adviser
- UCAS & exam results



# Tailored to your institution

The ever-shifting digital landscape has created endless opportunities being maximised by CiCi.

## EMBEDDING AND BRANDING

CiCi is a white-label product that can be customised to match the look and feel of your institution. You provide the logos and colour scheme and we provide the software.

## CUSTOMISED APIs

If you require your system to work hand in hand with CiCi then we can make it happen. Your data sets can be embedded into CiCi such as your full course directory. This enables current and prospective students to navigate your institution's offer as part of their career exploration and development. Our customised APIs (Application Programming Interfaces) ensure data flows are functional, secure, and reliable.

## CONVERSATION FLOWS

We find that many of our customers require different conversation flows that meet their particular requirements. We will work with you to add and remove conversation flows for an enhanced user experience that is bespoke to your institution.

## STAFF TRAINING

To maximise its potential, we offer training and resources for your staff to ensure they are well equipped, motivated and confident in using this careers chatbot to drive career development success and employability outcomes across your institution.

## ANALYTICS

Tailored to your institution, CiCi comes with a personalised dashboard of metrics, providing comprehensive data analytics to help align your service provision with the reality of the types of searches and occupations individuals are exploring. This can enable accurate comparison against your institution's offer and local, regional and national LMI.

Some organisations who have been a part of the journey so far:

**Finalists in the CareerTech Challenge Prize** aiming to improve access to data-driven careers advice and guidance.

**nesta** Challenges

[Click here](#)



University of Exeter

[Click here](#)

Forbes

[Click here](#)

City & Guilds



# CiCi at Arden University



Arden University is a rapidly growing, private teaching HEI, specialising in a new kind of learning experience that meets the changing needs of modern life. A leading provider of flexible online and blended learning degree courses, Arden University currently have more than 23,000 students studying with them globally both online and at their nine study centres in the UK and Germany.

With innovation at the forefront, Arden University took a leading position being the first HEI to adopt CiCi as a solution to reaching individuals in local communities and supporting their students and staff by embedding the customised chatbot within their website and wider careers offer.

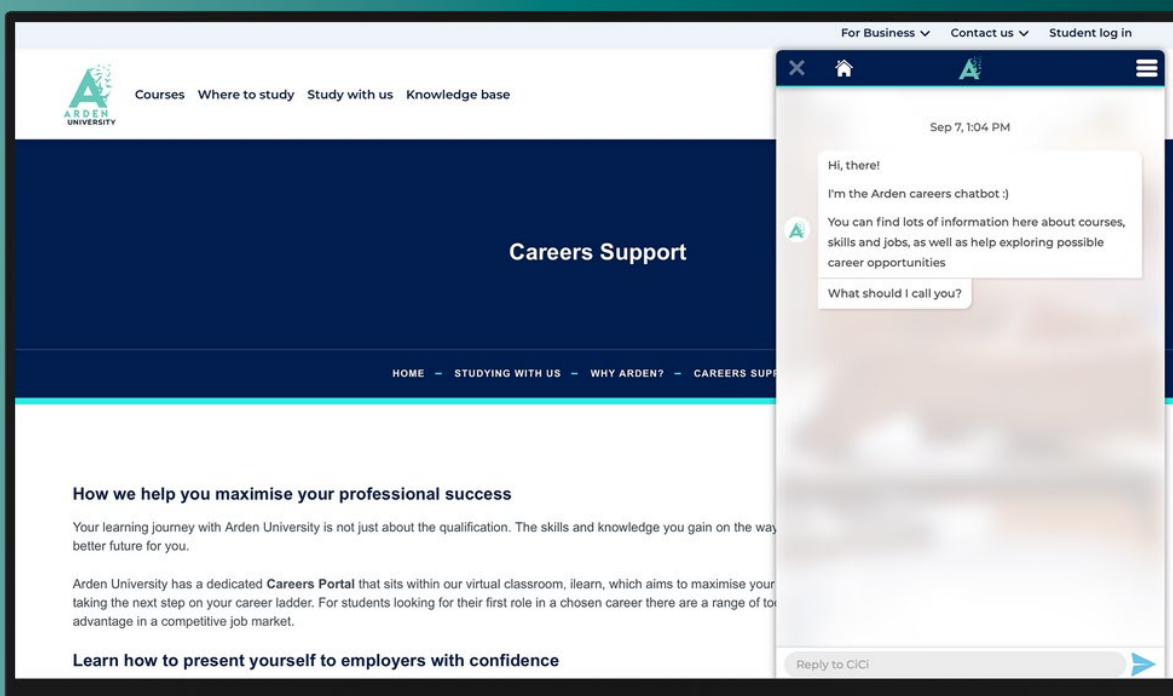
- **Tailored conversation flows:** Both organisations worked closely to review and customise conversation flows to meet the needs of the institution.
- **Course and decision making support:** A customised API enabled course and decision making conversation flows unique to Arden University to be embedded into CiCi. Their bespoke chatbot provides 24/7 immediate access to up-to-date and relevant careers support and information.
- **Branding:** CiCi was made to look and feel part of Arden University's website with colour palettes, logos and other branding elements incorporated to ensure an appropriate fit.
- **Salesforce integration:** CiCi provides warm handovers at appropriate points in the conversation flow for prospective and current students. CiCi was integrated with Arden University's Salesforce systems by connecting to a bespoke weblink for users to request a call-back from the Arden team, aligning with Arden's business processes while still allowing for web analytics to identify which leads came via CiCi.

**The team at CareerChat (UK) Ltd., made the process of building a customised careers chatbot very straightforward. They shared their technical and careers expertise with insights into the types of questions to be embedded within the bot and what the user experience should be. They worked closely with us to smoothly integrate high-quality user-friendly careers resources now available 24:7.**

**(Caroline Tolond,  
Head of Careers and  
Employability,  
Arden University)**

**Read about Arden University's 'Six tips for implementing a careers chatbot ethically and effectively' in Times Higher Education:**

[Click here](#)



# The Development of CiCi

## 2019

Brought together by a passion for innovation and a belief that no one should feel alone in their search for meaningful learning and work, a small group of education and careers masterminds embarked on a mission to push the boundaries of career development and exploration. Dr Deirdre Hughes OBE assembled a specialist team to conduct an in-depth international review of the use of chatbots, powered by Artificial Intelligence (AI) and Natural Language Processing (NLP). This review uncovered major gaps in all-age careers support and the need for careers and employability sectors to embrace new forms of social technology.

## 2020

The seed of an idea started to become reality. The company's journey was ignited from the moment it received a national PRIZE award, as 1 of 20 finalists in the NESTA/DfE-funded CareerTech Challenge. The team set out to co-develop CiCi; a unique, conversational careers chatbot. Practitioners from careers, employability and education sectors acted as critical friends to the project. A library of personas was created to inform the development process and a prototype was formed based on the feedback of 60 professionals and 136 volunteer users.

## 2021

The team were awarded a research and development (R&D) grant funding Award from the University of Exeter 'Environmental Futures and Big Data Impact Lab'. This Award supported extended R&D activities to improve the programming and innovative development of CiCi.

## 2022

CiCi is now live and in action at multiple sites across the UK. Bespoke versions of CiCi have now been successfully launched across the HE and FE sectors, while 'Test & Learn' sites have been established across schools, multi-academy trusts and employability services tracking user-experiences to assist with developments for the future.



**“ The CDI supports innovation in career development and CiCi is a great example of bringing new thinking to the way we provide careers information, advice and guidance. Digital has a key role to play in preparing clients for career guidance interviews, providing easy access to valuable information and linking people with qualified practitioners where they need more support to meet their needs. The CDI believes expert, well-designed technology solutions like CiCi complement the interaction with careers advisers, counsellors and coaches to provide an enhanced service to those looking to start and progress their careers. ”**

**David Morgan, Chief Executive at CDI (The Career Development Institute)**



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