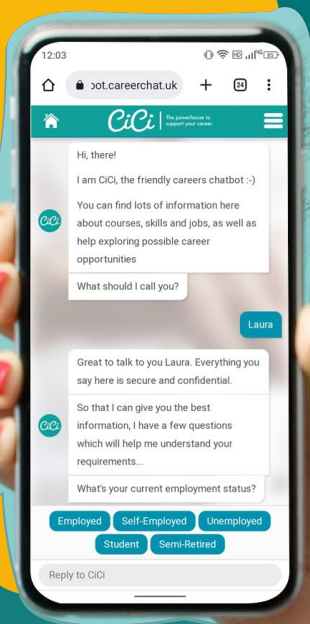


CiCi

The powerhouse to
support your career



Contact us for
more information
or to book a demo
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 career practitioners where needed.

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 works across all devices allowing easy access for teachers, students and parents.

Highly Personalised

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

CiCi is a white-label product that 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 students 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

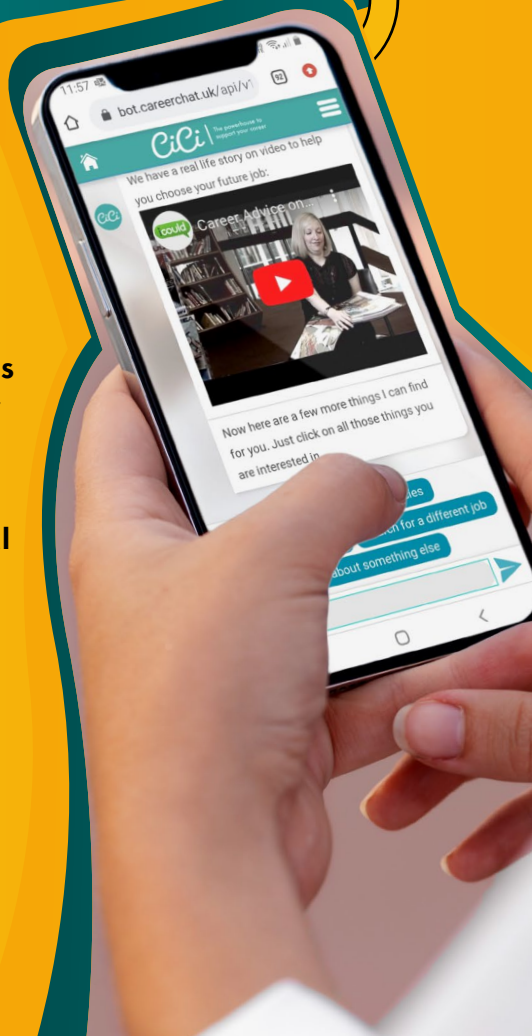
25,000+

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



CiCi in Secondary Education

Tailored to your school

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 school. You provide the logos and colour scheme and we provide the software.

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 school.

STAFF TRAINING

We offer training and resources for your staff to ensure they are well equipped, motivated and confident in using this careers chatbot to improve outcomes for your students.

ANALYTICS

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



We are very proud and excited at The Bemrose School to have developed a great partnership with CareerChat UK. Their dedication to quality, easy to access careers advice and information is evident in all aspects of what they do. The team made it so simple for us to pilot CiCi across our school by promoting it personally to our students and we have seen how CiCi's personalised and friendly careers support will help our student to explore their future career possibilities, raise aspirations and become aware of labour market information. CiCi is a fantastic and easy resource that can be used by students of all abilities.

Claire Amos, Lead in Careers Delivery and HR Business at The Bemrose School and Sixth Form



CiCi is a terrific way to support students to sift through careers information and advice with the option of speaking to a human adviser. It breaks content down into manageable chunks so that young people are not overwhelmed with information. It is a valuable tool in helping students to prepare for face-to-face careers guidance and helps teachers to understand the types of careers information students are searching for.

Baron Miles, Careers Leader at Budmouth Academy



Gatsby Benchmarks and Evidence for Ofsted

The CiCi dashboard gathers live information to evidence student, teacher and parent career exploration.

CiCi will assist your institution in achieving the Gatsby benchmarks of Good Career Guidance.

For example:

Benchmark 1: **A stable careers programme**

- CiCi can be embedded into your programme of career education to help your institution deliver the best possible careers education, information, advice and guidance.
- Accessible and intuitive, CiCi will quickly become known and understood by students, teachers, parents and carers.
- Built to work across platforms including desktop, tablet and mobile, CiCi is easy to access and can be embedded into your institution's website.
- The CiCi dashboard provides data to track and monitor student engagement supporting regular evaluation of your careers programme and informing future decisions about your provision of support.

Benchmark 2: **Learning from career and labour market information (LMI)**

- CiCi gives 24/7 quality-assured careers and labour market information 'all in one place'.
- Providing state of the art access to career discovery and live job, apprenticeship and course information.
- CiCi's dashboard shows the reality of the occupations your students are searching for, enabling accurate comparison against LMI.

Benchmark 3: **Addressing the needs of each pupil**

- CiCi directs students to the best opportunities and advice tailored to the needs and circumstances of each individual.
- Helping students, teachers, parents and carers explore all options and pathways through intuitive search functions that ensure information is personalised, local, current and relevant.
- CiCi provides CV support and information to help students to craft well written and presented CVs.

Benchmark 8: **Personal guidance**

- In every journey with CiCi, students are given the opportunity to submit their details to later be contacted by a career practitioner.
- 24/7 access to current and relevant careers information can better-prepare students to improve the quality of time spent with career practitioners and lighten workloads.
- CiCi has the ability to save and export students' profiles and key dialogue to be shared with career practitioners to make better use of everyone's limited time.
- To maximise its potential, we offer training for your staff to get them up to speed with the ins and outs of CiCi to ensure your students are able to reap the most benefits.



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.

A major social, economic and environmental challenge facing careers and employability support services has always been how to deliver a service within available and sometimes reduced resources allowing for one-to-one personalised engagement. CiCi solves that problem by increasing accessibility, efficiency, and opportunity for individuals, organisations and institutions.

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

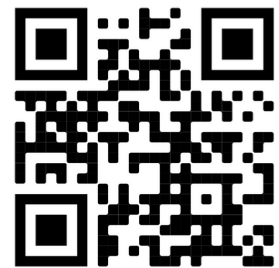
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