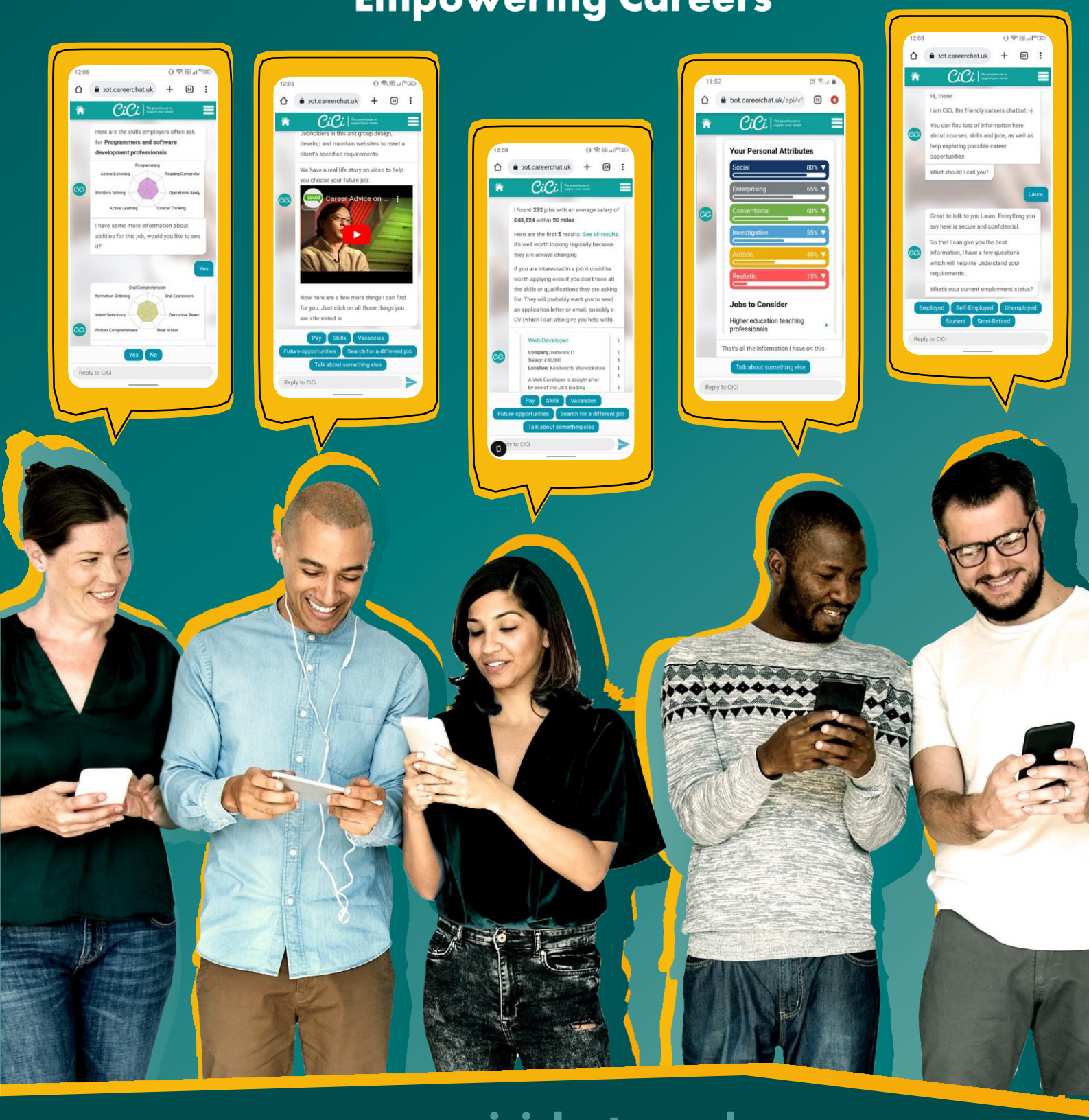
CiCi

Empowering Careers



www.cicichat.co.uk

Contact us for more information or to book a demo

admin@cicichat.co.uk

CiCi
Empowering Careers

CiCi is for... educators, advisors and organisations who understand the importance of quality careers advice and guidance

Who... are looking for added value digital solutions to improve quality of provision and ease pressure on resources.

We are... harnessing world leading intuitive digital solutions and chatbot technology that is simple to adapt and easy to deploy

With... a deep understanding of the importance and impact of quality information, advice and guidance.

Unlike.... other high cost products that are inaccessible, less accurate and more time consuming

Because... everyone deserves to find a fulfilling career.

"**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

CDI CAREER DEVELOPMENT INSTITUTE
Affiliate Organisation

Key benefits for your university

Instant access to trustworthy careers information and advice.

CiCi is a chatbot that supports personalised career exploration for current and prospective students and alumni, giving individuals access to current and relevant careers information and advice in a single place.

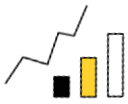
Increase the capacity and improve the quality of your careers provision.

CiCi can revolutionise your provision, enabling personalised information and advice to be delivered at any moment in time. CiCi can even create warm handovers via e-mail to careers practitioners in your institution where needed.

Lighten the workload of career practitioners. CiCi is a digital careers solution designed to ease pressure on resources by providing 24/7 quality-assured careers and labour market information.

Accessible and intuitive technology. CiCi is easy to use and will quickly become known and understood by users. Instantly available via internet browsers, CiCi is built to work on any device.

Provide multilingual and text-to-speech careers support. 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.



Comprehensive analytics dashboard for data analysis. The CiCi dashboard provides data to track and monitor user engagement, supporting regular evaluation of your careers and employability support programmes. Smart data can inform decision making about your careers provision and support investments in capacity building within and across teams.

Provide a highly personalised experience. 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.

Trusted data sources. 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 of data sources include:

Office for National Statistics · DoIT · LMI For All · O*NET · adzuna · icould Education and Employers · GOV.UK · Education & Skills Funding Agency

Tailored to your institution

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 and alumni 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.

BOOST STUDENT RECRUITMENT

CiCi can be a powerful marketing, recruitment and admissions asset. Current and prospective students can navigate your institution's offer as part of their career exploration and development.

HIGHLY PERSONALISED

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 CiCi 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.

Inspirational career journey video shorts

1,500+

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

25,000+

Job and Skills information profiles

26,000+

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 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.

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.

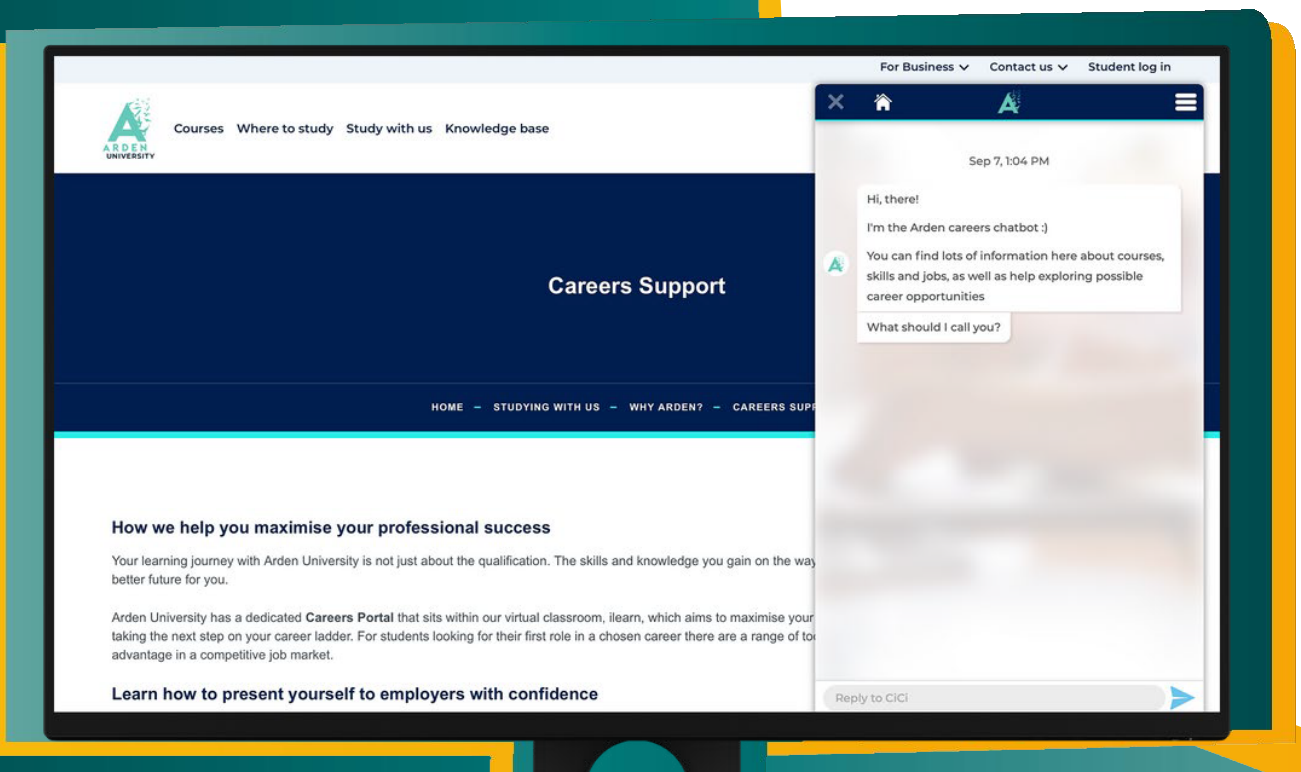
- **Tailored conversation flows:** Both organisations worked closely to review and customise conversation flows to meet the needs of the institution.
- **Course and decision making support:** A customised API enabled course and decision making conversation flows unique to Arden University to be embedded 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

We believe no-one should be alone in their search for meaningful learning and work.

Dr Deirdre Hughes OBE, Co-founder

Brought together in 2019 by a passion for innovation and a belief that no one should feel alone in their search for meaningful learning and work, a 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.

The company's journey was ignited in 2020 when 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.

CiCi is now live and in action across the UK, enabling people to find fulfilment through their career choices. We are working with leading schools, colleges, universities and employability organisations to embed our technology and add value to their existing careers provision.

Our mission is to be the first-choice digital careers advice solution for organisations.

We want everyone to have access to trustworthy careers information and advice

Dr Chris Percy, Co-founder

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

Contact us for more information or to book a demo

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