

CiCi

Empowering Careers



www.cicichat.co.uk

CiCi is a chatbot that supports personalised career exploration, providing 24/7 access to current and relevant careers information in a single place.



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

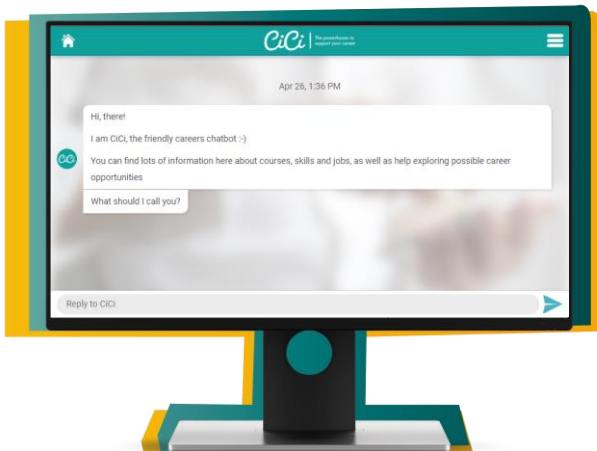
Who... are looking for added value digital solutions to improve quality of provision and ease pressure on resources.

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.



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



CiCi Key benefits for your school

Instant access to trustworthy careers information, advice and guidance. 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.



Increase the capacity and improve the quality of your careers provision. CiCi can revolutionise your careers provision, enabling personalised information and advice to be delivered at any moment in time. CiCi can even create warm handovers to careers practitioners in your school where needed.

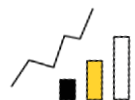
Lighten the workload of career practitioners. CiCi is a digital careers solution designed to ease pressure on resources by providing 24/7 quality-assured careers and labour market information.



Accessible and intuitive technology. CiCi is easy to use and will quickly become known and understood by students, teachers, parents and carers. 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.

Support parental engagement with careers. Using our editable templates, encourage parents and carers to use CiCi with their children to explore careers at home.



Comprehensive analytics dashboard for data analysis. 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.

Supports Gatsby Benchmarks. CiCi will assist your school in achieving the Gatsby benchmarks of Good Career Guidance by adding value to your existing careers provision whilst gathering live information to evidence student engagement with CiCi.

Easy integration into the curriculum. Resources including lesson plans and editable templates and posters, make it easy to use CiCi to enrich to your existing careers provision.



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:

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.
- 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

- 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 in a personalised way, picking up on the specific queries that students ask for help with..
- 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



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**

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