

Helping every student succeed

with intelligent, accessible
careers-advice technology



CiCi: Your 24/7 Careers Companion

CiCi is a smart careers chatbot offering personalised exploration for students anytime, anywhere - with built-in safety features and seamless handover to your own advisers and staff when needed. It's also a powerful classroom resource that connects curriculum learning to real-world careers.

www.cicichat.co.uk



**Empowering
Careers**

Provision for Colleges and 6th Forms

Powered by



CareerChat
PIONEERING INNOVATION

Transforming careers provision in your College or 6th Form



CiCi from CareerChatUK enables Colleges and 6th Forms deliver consistent, inclusive and measurable careers provision at scale. It helps every College and 6th Form meet the Gatsby Benchmarks while empowering learners to explore their futures with confidence.

By combining AI with expert knowledge in careers education, information, advice & guidance (CEIAG) - CiCi supports your careers leader, careers adviser and teaching staff to engage every student in meaningful careers exploration. It also helps your College or 6th Form meet statutory duties and strengthen students' personal development.



Career pathways today are more diverse and more overwhelming than ever! That's why I recommend CiCi's Careers Chatbot. It gives students and families a pressure-free way to explore options before formal guidance meetings. If you're supporting career exploration, this tool is well worth knowing about!

Alex Zarifeh, Founder,
The Arthur Terry Learning Partnership (ATLP)
Futures Readiness Programme, West Midlands



Get the full picture with the dashboard!

Tailored to your College or 6th Form, CiCi comes with a detailed dashboard of metrics, providing comprehensive data analytics to help align your careers provision with the reality of the types of searches and occupations your students are exploring. This can enable accurate comparison against your College's offer and local, regional and national labour market information (LMI).



Key features for your College or 6th Form

- Award-winning careers chatbot – safe, quick, and easy to use
- Flexible deployment – standalone device, plug-in, or website integration
- Fully customisable – tailored to complement your existing careers provision
- Comprehensive career exploration:
 - » Engaging activities for job discovery
 - » Employer requirements and occupation details
 - » 1,500+ engaging videos featuring young people's experiences
 - » Real-time labour market data: live job vacancies, job search sites, qualification pathways, apprenticeships etc
 - » CV and job/training application support
 - » Multiple pathways e.g. further and higher education, apprenticeships, and vocational training, free online courses
 - » Self-employment and volunteering
 - » SEND resources
 - » Text to speech technology
 - » Multi-lingual experience
 - » Referral to your own expert human advisers and staff
- Custom branding – add your College or 6th Form logo and colours



Book a demo:
[https://cicichat.co.uk/
book-a-demo/](https://cicichat.co.uk/book-a-demo/)



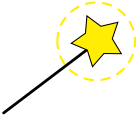
Key benefits for your College or 6th Form



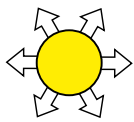
Safety is paramount. CiCi reduces safeguarding risk by ensuring users' information is not stored, tracked or reused, keeping their data private and protected at all times.



Supports careers provision, not replaces. By enhancing reach and impact through handling routine guidance, you can focus on personalised, professional support where it matters most.



Instant access to trustworthy careers information, advice and guidance. CiCi is a chatbot that supports personalised careers exploration for young people, giving them access to current and relevant careers support all 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 College and 6th Form 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 100+ languages and text-to-speech technology allows students to focus on the content rather than the act of reading.



Support parental engagement with careers. Using CiCi's personalised links and resources, empowering meaningful career conversations 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 College or 6th Form 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. Content has been developed with qualified careers advisers and is reviewed at least twice a year for any necessary updates. Selected examples of data sources include:



Strengthen careers provision across every College or 6th Form in your Trust

Why College or 6th Form Leaders Choose CiCi

- Compliance confidence Gatsby-aligned and supports statutory duties under the Provider Access Legislation.
- Efficiency Reduces staff workload by automating information delivery
- Ensures every learner has access to personalised resources and support, whatever their background or level of confidence.
- Encourages independent exploration both in College or 6th Form and at home, giving students ownership of their future.
- GDPR and data protection compliant, with data protection impact assessment text available where needed to support your institution's internal processes.
- Can be run with or without AI powered modules, in order to align with your internal policies. AI-powered modules can easily be reactivated/deactivated if your policies change.

How CiCi Strengthens College or 6th Form Careers Delivery

Improves Consistency Across College or 6th Form
Ensure every College or 6th Form within your trust delivers a careers programme aligned with the Gatsby Benchmarks and statutory guidance.

Supports Careers Leaders and Staff

Gives Careers Leaders, teachers and support staff an intuitive digital tool that complements, not replaces, human guidance.

Engages and Empowers Learners

Encourages self-directed exploration with tailored guidance, job discovery and labour market insight in a safe, accessible environment.

Delivers CEIAG at Scale

Provides affordable, impartial careers support to every learner helping your College or 6th Form extend access beyond what traditional staffing can achieve.

Enhances Strategic Oversight

Provides trust-level reporting and insight into engagement, interests and learner pathways — helping leadership measure impact and plan improvement.



Sparsholt College Group has an AI Companion FutureTrack combining student progression and careers exploration via CiCi fully embedded, helps students explore opportunities safely and confidently, complementing traditional careers guidance.

Dr Laura Asbridge,
Director of Careers and
Stakeholder Engagement



The Development of CiCi



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

Associate Professor,
Deirdre Hughes OBE,
Co-Founder



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.

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, MATs, colleges, universities, careers 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 support solution for organisations. We want everyone to have access to trustworthy careers education, information, advice and guidance to help inform young people's decisions and choices.

Dr Chris Percy,
Co-founder



Award winning



[https://
cicichat.co.uk/](https://cicichat.co.uk/)

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