

FutureTrack!

The Further Education Student Progression - AI Companion



www.cicichat.co.uk

An AI companion to help students enjoy their course, reduce student dropout rates, and improve destinations by providing 24/7 support throughout the FE journey.

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CareerChat
PIONEERING INNOVATION



**Empowering
Careers**

The Further Education Student Progression - AI Companion

An AI companion designed to reduce student dropout rates and prevent NEET outcomes by providing 24/7 student support throughout the further education (FE) journey.

The Challenge

The dropout crisis is real: National statistics show that one in three Level 2 learners in Further Education fail to complete their courses - compared with one in five at Level 3.^{1,2,3} Similar retention challenges persist across other qualification levels. This highlights the urgent need for targeted, early-intervention support to improve learner retention and progression outcomes.

Government response: In December 2025, the government announced an £820 million Youth Guarantee funding package, recognising that “too many young people fall out of education unnoticed, crippling their life chances and denting the economy”.⁴ The government has committed to improved attendance tracking and early-warning systems to identify young people at risk of dropping out and enable timely intervention.⁵

The progression support gap: Students face critical moments of doubt during their studies, at evenings and weekends when traditional support isn't always available. Tutors and Careers Advisers can't be there at 10pm when uncertainty sets in.

The FutureTrack Solution

Building understanding, one conversation at a time: Through ongoing conversations, FutureTrack creates a comprehensive picture of each student's, interests, motivation, goals, and challenges. Students gain self-awareness for their own planning; tutors and careers advisers gain the context needed for truly personalised support.

24/7 AI-powered support that catches the wobble before it becomes a withdrawal.

Continuous accessible support from course doubts to career motivation and confidence - keeping students engaged and on track.

Human-enhanced support that scales your team's impact without replacing the personal touch from a tutor and/or expert career guidance adviser.

Aligned with national priorities: FutureTrack directly supports the government's commitment to early intervention and risk prevention.

The Evidence Base

Retention impact: Colleges face significant financial pressure from student withdrawal, with the 16 to 19 funding formula providing only 50% of programme funding for learners who do not complete their studies.⁶

Return on Investment: High quality careers and employability interventions consistently deliver positive return on investment (ROI) for both student and employers.⁷ Comprehensive early intervention approaches - combining holistic support and timely identification of at risk students - have proven effective in reducing dropout and NEET rates.⁸

When students need support most: Research shows critical support moments occur during evenings and weekends - times when traditional services are unavailable but when student doubts intensify.⁹

Policy alignment: The government has invested £34 million in a new “risk of NEET indicator tool” (RONI) to give local areas more accurate insights into youth unemployment and provide targeted support.¹⁰ FutureTrack provides real-time early warning capability.



Book a demo:
<https://cicichat.co.uk/book-a-demo/>



¹ 16 to 18 school and college performance data in England: 2023 to 2024 - GOV.UK

² Further education and skills, Academic year 2024/25 - Explore education statistics - GOV.UK

³ Further Education and Skills: Government Response

⁴ <https://www.gov.uk/government/news/almost-a-million-young-people-to-benefit-from-expanded-support-new-training-and-work-experience-opportunities>

⁵ <https://www.gov.uk/government/news/government-unveils-ambitious-plan-to-tackle-youth-isolation-crisis-and-deliver-real-life-opportunities>

⁶ 16 to 19 funding: 2025 to 2026 rates and formula - GOV.UK

⁷ https://dmhassociates.org/wp-content/uploads/2025/04/County-Durham-ROI-Analysis_final_dmh_280225.pdf

⁸ Identifying and supporting young people at risk of NEET - GOV.UK

⁹ Dropouts-or-stopouts-or-comebackers-or-potential-completers-Non-continuation-of-students-in-the-UK.pdf

¹⁰ Identifying and supporting young people at risk of NEET - GOV.UK

Who FutureTrack Supports

Students

Challenge: Facing moments of doubt, uncertainty, and stress outside college hours - when traditional support isn't available and small concerns can escalate into decisions to withdraw.

End Goal: 24/7 AI companion providing immediate, personalised support during critical moments - from course doubts to personal challenges. Keeps students connected to their goals and a support network, with seamless escalation to human career guidance when needed.

Heads of Student Services

Challenge: Overstretched teams unable to provide out-of-hours support or identify at-risk students early enough.

End Goal: Scalable student support that catches problems before students disengage - without adding headcount. Early intervention intelligence when it matters most.

Personal Tutors

Challenge: Managing large caseloads with limited contact time makes it difficult to monitor every student's career ambitions, wellbeing and progress.

End Goal: The AI companion providing continuous student insights and 24/7 support - enhancing your impact, not replacing your expertise.

Careers Advisers

Challenge: Limited capacity means reactive rather than proactive engagement with students' career development.

End Goal: Continuous careers information and advice for students between appointments, keeping students connected to their goals - with humans in the loop to provide expert career guidance when needed. Seamlessly integrates with CiCi for comprehensive career support.

Senior Leadership Teams

Challenge: Meeting retention targets, reducing NEET outcomes, and demonstrating value under Ofsted scrutiny while managing funding tied to completions.

End Goal: Measurable improvement in retention rates and student outcomes through 24/7 AI-powered progression support, with clear ROI on every prevented dropout.



Step by step guides to support student aspirations

Students can also have the guides sent to their personal tutors and/or careers advisers

Getting Started!

Flexible Deployment Options

FutureTrack works standalone or integrates seamlessly with CiCi, the curated careers chatbot powered by AI, for comprehensive student support.

Option 1: Standalone FutureTrack

Your gateway to AI powered student progression. Designed for colleges committed to retention and wellbeing, this solution offers quick self check ins that help learners reflect on their course, motivation and next step options.

Option 2: FutureTrack + CiCi Integration

A complete student support solution that blends progression monitoring with rich access to careers information, advice and human expertise. Students move seamlessly from staying on track to planning their future - all within one integrated experience.

Why Trust CareerChatUK?

Expertise:

Dr Deirdre Hughes OBE and Dr Chris Percy, Co-Founders – national and internationally recognised careers researchers and tech innovators (Prize Winners: UK Career Development Institute, 2024; UK Business Tech Award: Finalist 2025).

Innovation:

Innovate UK Grant recipient (Nov 2025 - Apr 2026) & The Nuffield Foundation sponsored two-year AI and Assessment Protocols research project – CareerChatUK in partnership with the Warwick University IER (Jan 2026 – Dec 2027).

Evidence-based:

Research-driven ethical approach to AI in education, careers and employability.

Mission-aligned:

Committed to improving life chances and reducing NEETs.



Students can explore courses, pathways, make informed decisions, and take control of their learning and work journey, while personal tutors and careers advisers can focus on meaningful in-depth guidance and mentoring.



Dr. Laura Asbridge,
 Director for Careers and Stakeholder Engagement,
 Sparsholt College.

Partner With Us: Improving Student Outcomes and Building the Evidence Together

We're seeking forward-thinking FE colleges ready to lead the way in AI-enhanced student progression support.

FutureTrack can sit alongside your existing student progression measures - not replacing what works, but strengthening it with 24/7 AI support that keeps humans in the loop.

Join Our Test and Learn Pilot Programme 2026/2027

Work with us to demonstrate impact through rigorous evidence collection:

- 1. Retention Metrics**
 Track dropout rates with and without FutureTrack to quantify real improvements in student completion.
- 2. Engagement Intelligence**
 Capture usage patterns and intervention success rates that identify at-risk students before they disengage.
- 3. Student Voice**
 Document the critical moments when 24/7 support made the difference - the 10pm doubts, the weekend worries, the times traditional services couldn't reach.
- 4. Financial Impact**
 Calculate cost per prevented dropout against funding losses - building your business case for sustainable investment.
- 5. Staff Experience**
 Evidence how FutureTrack enhances your team's impact without replacing the essential human touch.



The Development of FutureTrack and 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.

FutureTrack is now available both with and without CiCi. CiCi is our AI-powered, adviser-curated careers chatbot, empowering 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.

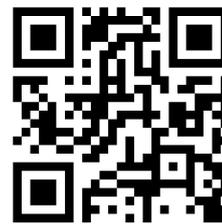


Our mission is to be the first-choice digital careers support solution for organisations. We want everyone to have access to trustworthy careers education, information, advice and guidance to help inform young people's decisions and choices.



Dr Chris Percy,
Co-founder

Award winning



<https://cicichat.co.uk/>

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