

THE AWARDS 2021

Technological or Digital Innovation of the Year

Institution name	Durham University
Submission title or project name	Holly AI
Nominee/key personnel	
URL	www.dur.ac.uk/study
Submission	<p>The greatest achievement of Holly, Durham University's admissions and recruitment AI Assistant, is engagement with prospective students being unlimited by time, language and geographical location.</p> <p>Holly has Chat, LiveChat, Voice and Virtual Appointments skills. It is pre-trained in hundreds of topics and is self-learning and multilingual. It works 24/7, which proved crucial as 49% of admissions queries come after hours. Holly knows when to triage to an agent and logs enquirer details into CRM, enabling human teams to assist users more efficiently.</p> <p>Unlike many AI products, Holly provides Human Parity Performance, answering 98% of enquiries successfully. The Assistant has an ethical edge and responds appropriately to sensitive content, which proved beneficial given the anxiety many Durham's candidates have expressed due to the pandemic.</p> <p>Holly has helped Durham University during a critical time. Thanks to innovative AI capabilities, it managed to protect the most crucial aspect of education, which is communication.</p>