

Recruitment tools in the digital era at VSB-TUO



A) CHATBOT



B) STUDY
PORTALS



C) ONLINE
FAIRS



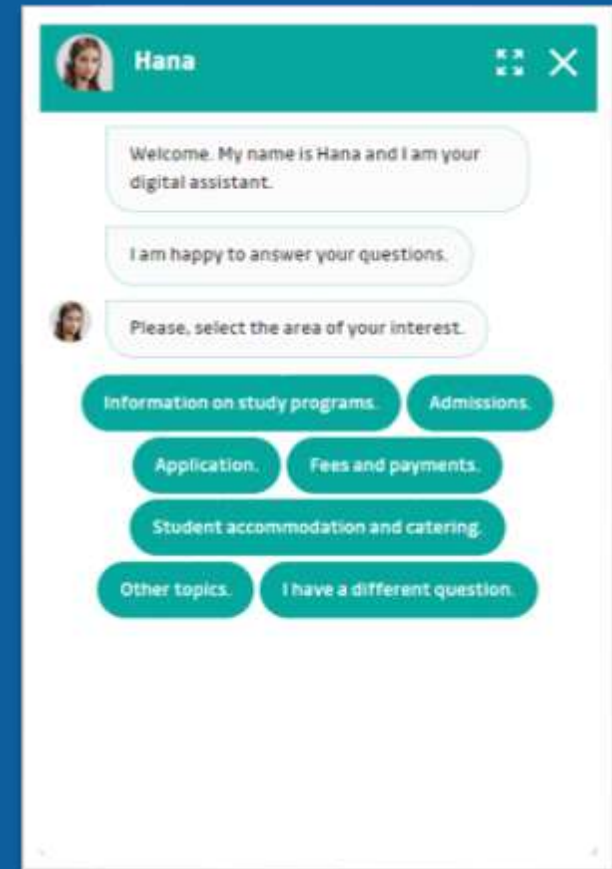
D) STUDENT
AMBASSADO
RS



E) DIGITAL
CAMPUS

Chatbot Hana

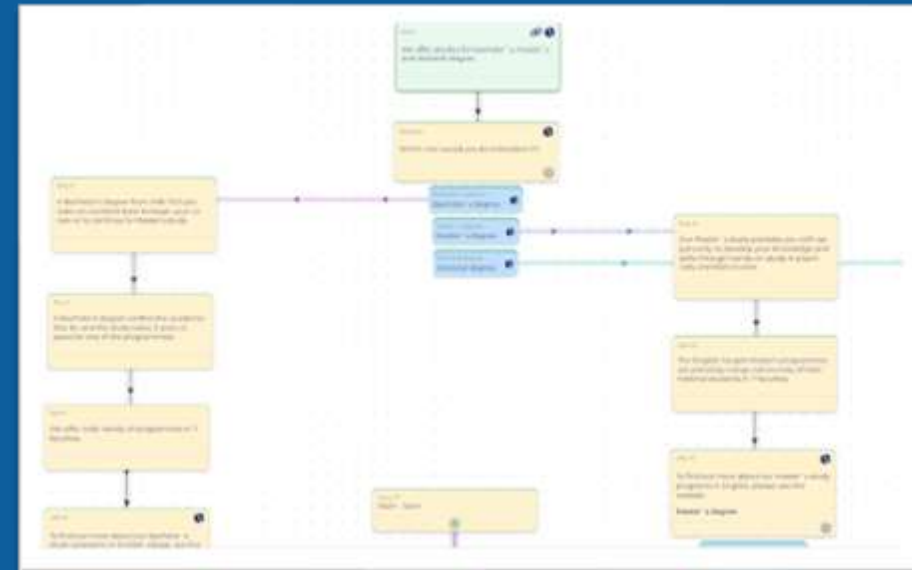
- **Why did we choose to implement a chatbot?**
 - To reduce the number of inquiries directed to study advisors
 - To provide immediate responses, „here and now“
 - As a marketing tool



Chatbot Hana

Tree structure

- „A tree structure for organizing data in a chatbot context is a hierarchical model that helps manage conversations and decision-making processes, making it easier to guide users through predefined options or responses. This structure resembles a tree with nodes, where each node represents a possible point in the conversation, and branches represent the different paths the user can take based on their input.“ (ChatGPT)
- Frequently Asked Questions from our websites
- Simple testing process
- 1 600 questions were answered by chatbot in September 2024



Chatbot Hana

Open questions (AI solution)

- **Based on ChatGPT**
- **Source of information**
 - University websites (including FAQ)
 - Brochures
 - Documents
- **Complex testing process**
- **Impact**
 - 556 open questions were asked in September 2024 alone





Chatbot Hana

How does Hana communicate?

Question: Who is kozrova janca

Answer: There is no specific information available about "kozrova janca" in the provided context. If you need assistance with a particular person or topic related to VSB - Technical University of Ostrava, please provide more details.



Chatbot Hana

How does Hana communicate?

Question: If i want small nostrification then

Answer: For a "small" nostrification at VSB - Technical University of Ostrava, you need to:

1. Submit your educational documents (Secondary School Leaving Certificate for bachelor's, Bachelor Diploma and Transcript of Records for master's, or Master and Bachelor Diplomas and Transcripts of Records for doctoral studies) with original stamps to the Study Office of the faculty you are applying to.
2. Pay the fee of 800 CZK (approx. 32 EUR).
3. Wait approximately two weeks for the process to complete.



Chatbot Hana

How does Hana communicate?

Question: Quiero ver las asignaturas que hay en la universidad, en ingeniería eléctrica

Answer: The Bachelor's program in Electrical Engineering at VSB includes subjects such as mathematics, physics, theoretical electrical engineering, electronics, measuring and control systems, communication technologies, and electrical power engineering. Graduates gain skills in MATLAB/Simulink, electrical machines, IP communication protocols, optical sensors, and control electronics.

Chatbot Hana

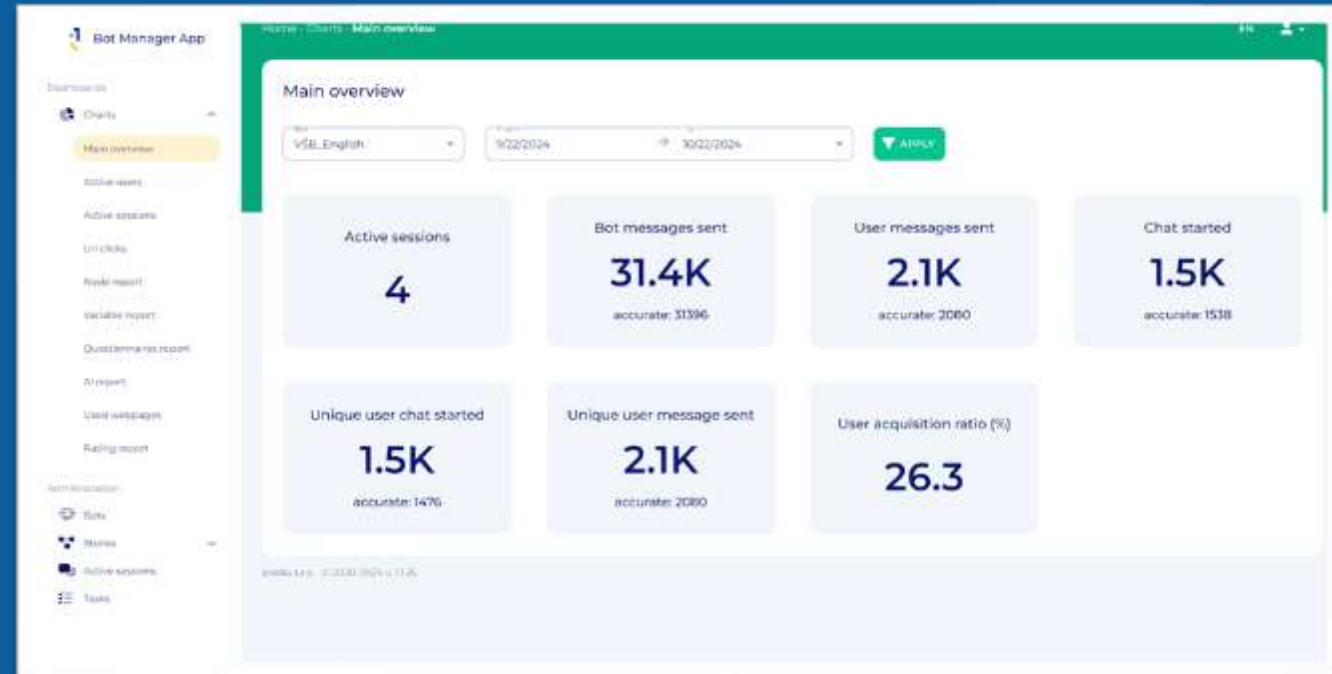
Bot Manager App

Pros:

- Editorial websites
- Graphs displaying interaction times (by week, day, hour)
- Tables showing interaction counts on specific issues, links
- A table listing all the questions that were asked

Cons:

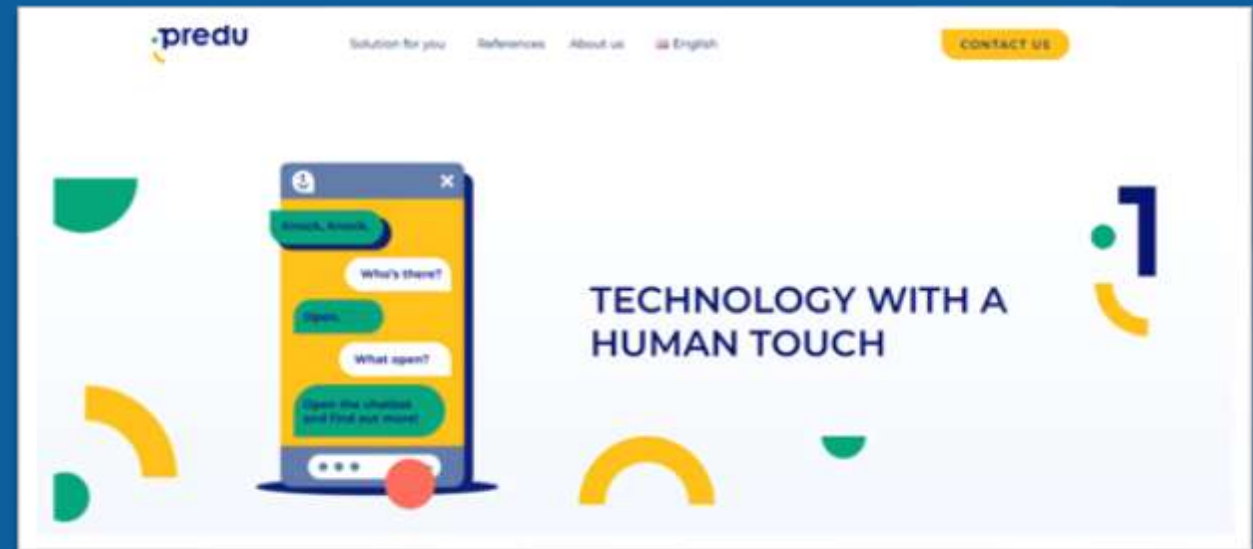
- Chatbot responses are based only on the data we provide
- Requires regular updates
- Time-consuming
- Expensive
- Risk of providing contradictory information
- Testing is challenging
- No way to update the AI independently



Chatbot Hana

Predu.sk

- **It took four months from the first contact**
- **Expenses**
 - Invoice – 198 900 Kč
 - Monthly fee – 3 510 Kč
 - Update – 27 500 Kč
 - Working day – 10 900 Kč





Study Portals

- **Cooperation with Keystone Education Group portal**
- **Promotion of over 80 study programs taught in English at our university**
- **Blocking of some regions**



MASTERSTUDIES



Study Portals

Reach

Average monthly reports:

- 570 000 students impressions
- 4 000 students clicks
- 250 clicks to university website
- 300 student leads



MASTERSTUDIES

Impressions: the number of times a program has been shown on program listing pages

Student clicks: the number of clicks on a program from program listing pages

Clicks to university website: the number of clicks on links out to a university website/social media

Student leads: the number of student leads who completed and submitted the enquiry form for a program

Online Fairs

- **2020 as a start of virtual recruitment**
- **Many agencies offering online fairs with different quality**
- **Our choice? Look at the DZS website!**
 - **FPP**
 - Mixed experience
 - Small or different audience
 - **Begin Group**
 - Long-experience
 - Personal contact
 - Webinars
- **2024 as a return to presence based fairs?**





Students Ambassadors

- **Contacts available on the website [VSB-TUO Students Ambassadors - VSB-TUO](#)**
- **Scholarship for each new student**
- **First-hand experience to potential students**
- **Participation in promo videos [Why choose VSB – Technical University of Ostrava?](#)**



Ereme Oselumese Kristen, Nigeria

✉ oselumese.ereme.st@vsb.cz

☎ +420 720 596 783



Digital Campus

University websites still number one where applicants go to get information

- Modern
- User-friendly
- Informative



Digital Campus



One of the largest campuses in the Central Europe

- **Interactive map with room search**
- **Virtual Tour**
- **How to apply**



Thank you!



Thank you for your attention.