**Business Case: AI Agent for Student Support in Higher Education**

**Problem:**
In higher education institutions, students frequently struggle to access timely academic guidance, administrative support, and mental wellness resources. Delays in response from faculty or support staff lead to disengagement and lower academic satisfaction.

**Proposed AI Agent: EduAssist Bot**
EduAssist is an AI-powered virtual assistant integrated into the university portal and mobile app. It operates 24/7 to provide instant responses to student queries regarding course details, exam schedules, assignment deadlines, and campus services. It also offers reminders, recommends relevant academic resources, and can escalate sensitive concerns (e.g., mental health or harassment) to human counselors discreetly.

**Measurable Benefits:**

* **Time Saved:** Reduces student support staff workload by 40% by automating FAQs and routine queries.
* **Improved Student Satisfaction:** 65% increase in student satisfaction scores due to real-time, accessible support.

**Bonus – Interaction Sketch (Text-Based):**
Students interact via a chatbot interface embedded in the university website and app. The bot uses natural language understanding to process queries and reply in a friendly, conversational tone.