# CAL STATE EAST BAY

# swellbox

# How CSU East Bay SHCS uses Swellbot to generate wellness data and engage students 24/7

## A new way to engage students with resources at your campus, 24/7.

Students get frustrated when they can't locate resources on a health center's website. They either brave the site's navigation, call the front desk, or worse, give up without getting the information they're looking for. Swellbot helps students locate the resources they want quickly.
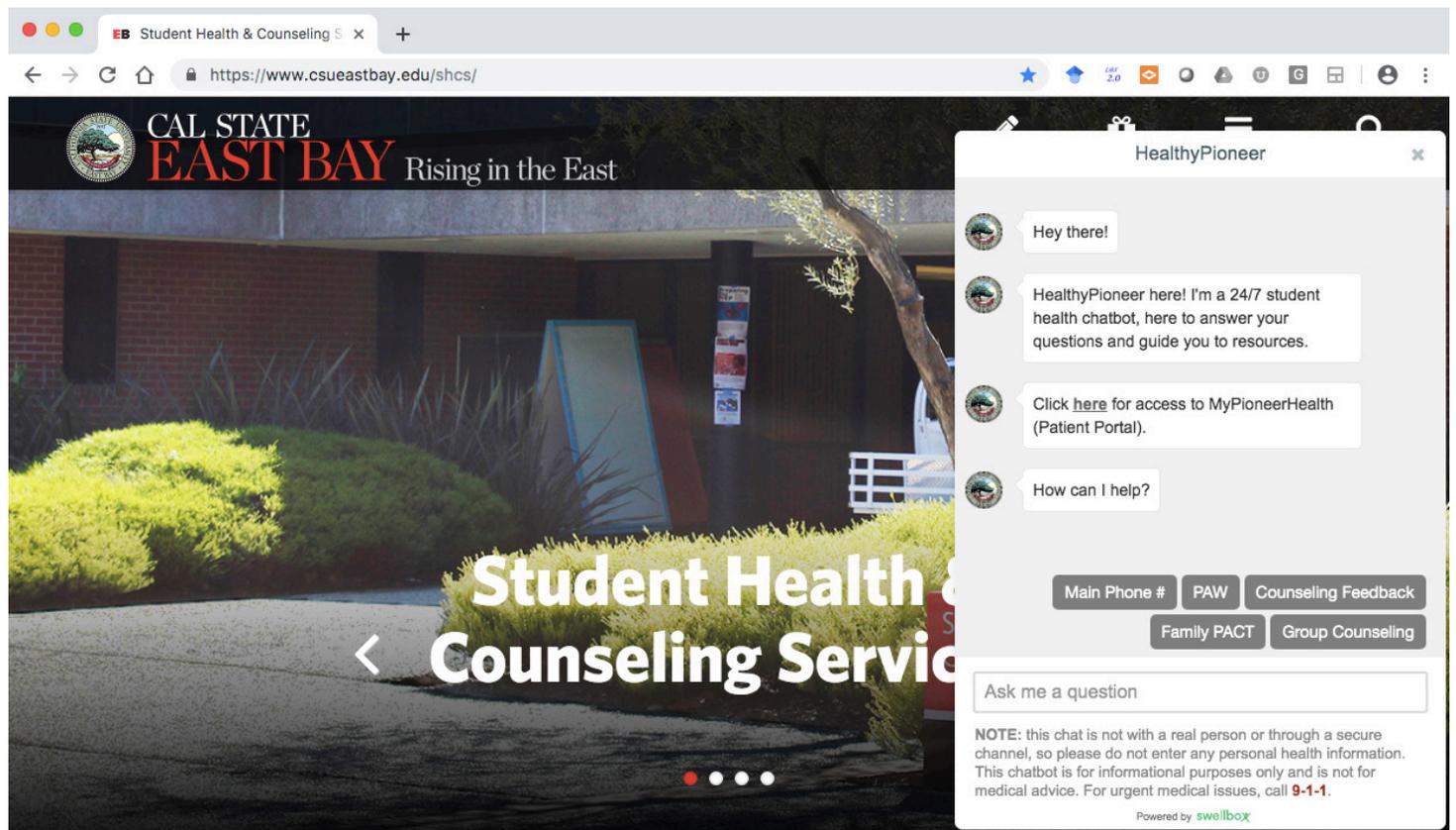
CSU East Bay uses Swellbot to direct students to resources on its Student Health and Counseling Services website, and to learn what questions students are asking. Swellbox customized the chatbot to CSUEB SHCS's website and provided hosting, maintenance, and analytics services after go-live.

**CSUEB SHCS's Swellbot: "HealthyPioneer"**

>Fully automated chatbot

>Built, trained, and hosted by Swellbox

>Easy implementation: HTML snippet in website footer

## The results: better engagement and new insights.

# 40%
of CSUEB student questions were asked after-hours (5pm-9am and weekends)

# 32%
of CSUEB student questions were related to mental health

# 7
new wellness resources recommended for CSUEB SHCS's website, based on student questions

## Do you offer services your students are asking about?

After collecting students' questions, Swellbot is able to recommend new resources to add to CSUEB SHCS's website.

| CSUEB STUDENT QUESTION | RESOURCE |
|---|---|
| "Do you offer the HIV prevention pill?" | - PrEP |
| "Are there 12-step groups on campus?" | - Addiction / 12-step |
| "Do you have nutritional services?" | - Nutrition |
| "Can staff use massage therapy?" | - Massage Therapy Eligibility |
| "Can I get an eye check at the health center?" | - Optometry |
| "Do you provide a diabetes test?" | - Diabetes |
| "Can I get TB testing and a pre-employment physical at the health center?" | - TB testing |

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*"We felt it would be more efficient for students to find the information within a few clicks rather than clicking through a cumbersome navigation. Moreover, the tool's messaging interface is a format that students are already comfortable with."*

**- Gavin O'Connor, IT Services, CSUEB SHCS**

*"Great tool to help answer questions when students are too shy or lazy to call the health center or visit it."*

*"I found the chatbot to be super helpful."*

*"I like that the chatbot is interactive."*

**- CSUEB Students**