

• INITIAL PILOT SCOPE

Service Agent for North Metropolitan TAFE

A low-risk 3-month pilot that answers every prospective student's question the moment it is asked – courses, fees, dates and how to apply – built on North Metropolitan TAFE's own published information.

Delivered by Express Agent.

- 01 What your student sees
- 02 How it works, day and night
- 03 Why North Metropolitan TAFE
- 04 The 3-month pilot
- 05 Goals and measured results
- 06 Commercials

• WHAT YOUR STUDENT SEES

Your customer just asks

No hunting across 456 course pages, no waiting for the phone line to open. Prospective students ask in plain language, and the Service Agent answers from the college's own published information – and hands to a person whenever it should.

 **North Metropolitan TAFE** EXAMPLE
• Online

How much is the Diploma of Accounting next semester?

The published estimate builds from per-unit fees – I can walk you through it. Are you a local student, and do you hold a concession card? Half-price and fee-free lists may apply.

Local, no concession. Can I do it online?

Yes – online or on campus at Perth. Applications for Semester 1 open 3 September through TAFE Admissions. I'll capture your details so the team can confirm your fee estimate:

 **Diploma of Accounting enquiry**
Captured for the contact centre, estimate-ready Example

Ask me anything... 



Understands what they want to study

A question or two, in plain language, at any hour.



Answers from published course data

Entry requirements, fees, dates and study modes, exactly as the college states them.



Guides the application path

TAFE Admissions, direct enrolment, apprenticeships or TIWA – the right door, first time.



Hands off to the team

Points to the staffed webchat and 1300 line in hours, and captures details for callback after hours.

Every question, answered day and night

The highest-intent questions arrive after hours. The Service Agent answers on the college website around the clock and joins open days by QR, pointing students to the staffed webchat and phone line while they are open.



On the college website **PRIMARY**

The agent answers on northmetrotafe.wa.edu.au around the clock – course matching, fee estimates, key dates and application help – and points students to the staffed webchat and 1300 line while they are open.

- ✓ Answers from the college's own published course data
- ✓ Covers the 128 hours a week every current channel is closed
- ✓ Captures after-hours enquiries for the contact centre's morning



On campus by QR

The same agent from posters and course guides at open days and campus counters, answering while the queue is still forming.

Real questions, real answers

A few more conversations, from the college's own FAQ. The student asks in plain language; the agent answers from published information and hands to a person when it should.

What happens after I apply?

- ✓ Answers from the college's own FAQ: acknowledgement, assessment, then offers
- ✓ Explains the five-day acceptance and payment windows that catch people out
- ✓ Flags the spam-folder trap the college itself warns about, twice

What is a competitive course?

- ✓ Explains competitive versus non-competitive in plain language
- ✓ Checks which course they mean and quotes its published entry requirements
- ✓ Never predicts an offer – places are the college's decision

Who pays my apprenticeship fees – me or my boss?

- ✓ Answers from the published rules: invoicing, awards and who stays liable
- ✓ Points to the Apprenticeship Management Team for the contract side
- ✓ Captures the enquiry with employer details attached

I'm an international student – how do I apply?

- ✓ Routes admissions straight to TIWA, the CRICOS provider, as required
- ✓ Explains what NMT's own International Office supports onshore
- ✓ Gives no visa or migration advice, ever – that path is regulated

Why North Metropolitan TAFE, and why now

Prospective students need answers before they commit – courses, fees, entry requirements, dates – and they ask at all hours, mostly online. That is exactly where a Service Agent earns its keep.



The college's published hours end at 4pm on weekdays, while prospective students research courses at night and on weekends.



Chat is already on every course page, so the college has decided prospects deserve answers – after hours, the question has nowhere to go.



456 live courses, competitive and non-competitive intakes, per-unit fees behind a widget – and the published answer to fee questions is 'call us'.



The contact page lists more than 20 specialised routes – triage alone is a full-time job the agent does in seconds.



The entire Semester 1 intake compresses into eight weeks from 3 September – a predictable enquiry spike that starts in weeks, not months.



Five-day offer windows, five-day payment deadlines and spam-folder warnings – the funnel loses students at exactly the moments an agent can catch them.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on the website

The Service Agent goes live on the college website, trained on the course catalogue, fees, key dates and application processes, with a baseline agreed up front.

 **Baseline agreed**



MONTH 2

The whole enquiry map

Coverage extends to apprenticeships, international routing to TIWA and the specialist contact routes, tuned on live questions through the Semester 1 application peak, with a mid-pilot review.

 **Team feedback**

 **Mid-pilot review**



MONTH 3

Gated: deeper handoffs

Warm escalation into the staffed webchat and campus QR placements proceed only if month 1 and 2 targets are met, UAT is signed off and IT approves the integration path.

 **Conditional expansion**

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



UAT before release

The college signs off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Service Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



After-hours enquiries answered

The 9pm course question answered at 9pm, not after 8am the next weekday.



Contact centre load reduced

Routine course, fee and date questions absorbed before they reach a person.



Fee questions finally answered

Indicative estimates walked through from published per-unit fees, with eligibility caveats intact.



Fewer funnel drop-outs

Five-day acceptance and payment windows explained before they expire.



Right door, every time

Admissions, apprenticeships, TIWA and 20+ specialist routes triaged correctly.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: North Metropolitan TAFE's own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

The Service Agent is a working product in production today, not a prototype.

- ✓ A live agent you can try right now
- ✓ Conversational advice over real operational data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, North Metropolitan TAFE sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your data

It answers from North Metropolitan TAFE's own service, coverage and standards information with minimal integration, working alongside the systems you already run.



Guardrails built in

Courses, entry requirements, fees and dates are quoted exactly as published under RTO 52786 – never a guarantee of a place, a subsidy or loan eligibility. International admissions route to TIWA with no visa advice ever, under-18 enquiries get age-appropriate handling, and questions that need a person are pointed to the college's own staffed webchat and 1300 line.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full service catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent on the college website.



01 Kick-off meeting

Lock scope, success targets and timing with Client Services and Digital.



02 Data request

Core inputs from the college.

- ✓ Course catalogue feed with entry requirements, fees and intakes
- ✓ Key dates, offer windows and payment rules
- ✓ The routing map: admissions, apprenticeships, TIWA and specialist contacts
- ✓ Webchat hours and escalation rules
- ✓ Retention and privacy requirements for conversation records



03 UAT

The college signs off before anything goes live.



04 Go live

The Service Agent goes live on northmetrotafe.wa.edu.au.

THE ASK

Approve the pilot, share the data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.