



**NAASS Member:** University of Wisconsin-Madison

**Initiative Title:** Human vs. Bot: Who Will Win?

**Award Category:** COVID Challenges & Solutions

**Description:**

In 2018, UW-Madison Summer Term implemented a chat bot for the Summer Term website. Staff taught the bot to pull information from the website and present it in an easy-to-consume way to answer questions after business hours. However, once COVID-19 impacted campus, it was clear that there were more complex questions surrounding summer plans than the bot was prepared to answer.

Enter humans! Summer administrators added a live chat function to the chat bot on the website in March 2020. Staff were logged in during business hours to provide information and answer questions about the rapidly changing landscape, and logged some impressive stats!

Staff had 136 live chats, an average response time of 56 seconds, and the average duration of the chat was 6.9 minutes. Administrators also noticed that once students realized they were chatting with an actual human staff member, they tended to ask more questions and were very grateful for support during such uncertain times. In the end, humans were the victor in this edition of Human vs. Bot!

**For more information about this initiative, contact:**

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