

How NWOSU offers 24/7 student support with Web Chat

Overview

Northwestern Oklahoma State University (NWOSU), a four-year public university in Alva, Oklahoma, serves students across rural communities. Its LASSO Center is a one-stop shop for coaching, advising, and student services, and as part of a Title III SIP grant, NWOSU adopted Mongoose to support students at scale.

INSTITUTION	Public four-year university
LOCATION	Alva, OK
DEPARTMENT	LASSO Center, student success
FUNDING	Title III SIP grant
CHANNEL	Web Chat

The challenge

An outdated website hid key information, email often went unanswered, and staff couldn't see what students needed after hours. Students relied on visits and phone calls to get help.

- Hard-to-navigate website
- Email that went unanswered
- Little visibility after hours

Why Mongoose

NWOSU launched AI-powered Web Chat with live chat, without adding staff. Lisa Cline, Title III LASSO Project Director, reviews conversations daily to spot trends and follow up, and students rate answers so responses keep improving.

- Live support when a person is needed
- Promoted at orientation, tours, and onboarding
- Chat transcripts that show what students ask

24/7 answers, from enrollment deadlines to dorm questions, even at 4 a.m.

“I log into it every day to see what people are asking. It helps us understand student needs, and often lets us intervene before someone gets frustrated or lost.”

LISA CLINE · TITLE III LASSO PROJECT DIRECTOR

Always-on support, with a person behind it

When Web Chat can't find an answer, it sends students to the LASSO Center. "The chatbot fills a huge gap in after-hours support. Students feel heard, even when we're not there," Lisa said.

01

Personal follow-up from real staff

When students leave messages, LASSO staff follow up by phone or email, and some are surprised to get live help. "A student messaged that he changed his mind about the military and wanted to attend college. I called him right away," Lisa said.

02

A smoother path to enrollment

Web Chat sends prospective students to the right advisors, shares orientation videos, and helps international students find program information. "The chatbot helps with one of the biggest hurdles: Who do I contact to enroll?" Lisa said.

03

An extension of campus

Community members and staff use Web Chat to find event information and internal forms, too.

04

A bridge to a new website

Web Chat makes the current site easier to navigate while NWOSU works on a full redesign.

“We're in a small town, and we pride ourselves on service. The chatbot helps us scale that personalized experience, even online.”

LISA CLINE · NORTHWESTERN OKLAHOMA STATE UNIVERSITY

WHAT MADE THE DIFFERENCE

- **24/7 answers with human follow-up.** Support at any hour, with a person when needed.
- **Conversation insights.** Trends in student questions and seasonal needs.
- **Cross-department support.** Housing, enrollment, athletics, and more.
- **Culture fit.** Matches NWOSU's values of service and care.



LOOKING AHEAD

With a new website coming, the team plans to add advising lists and application timelines that Web Chat can draw on, and to expand it into more of the student lifecycle.

“We call ourselves a one-stop shop, and the chatbot helps us prove it.”

Lisa Cline

Want to see what Web Chat could do for your student support teams?

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