



ESSCA

Press release

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Pedagogical innovation: ESSCA launches ESSCABOT, a chatbot based on generative AI to offer daily student support

Within a learning environment in a constant state of evolution and just a few months after the emergence of widely available generative AI, ESSCA is implementing ESSCABOT, a personal assistant chatbot designed especially for students, making the best possible use of the latest advances in AI and Microsoft Azure technologies. The project is emblematic of the school's commitment to innovation, representing an unprecedented improvement of the student experience via technology.

Optimising the learning experience thanks to generative AI

The creation of this chatbot has been made possible thanks to the use of Microsoft Azure cloud computing. ESSCABOT comprises a conversation interface and an indexing of content available on the school's intranet, meaning that **students can pose any question on a subject relating to the school and receive an accurate and relevant answer**. Thanks to the indexing of content, the chatbot is able to extract information from documents, reports, FAQs etc. and present them in an easy-to-digest manner **to improve access to information and help students quickly find answers to their queries**.

ESSCABOT offers a **24hrs-a-day, 7 days-a-week support service**, providing students with an immediate answer to their questions, even outside office hours. It can provide **customised answers according to the needs of each student and tailor content to the comprehension levels of each individual student**. The success of this chatbot is also due to its ability to manage multiple interactions at the same time and the opportunity to communicate in **over 40 languages**.

ESSCABOT operates within a closed circuit by only using resources relating to classes and made available by teaching staff.

"It is clearly essential that the answers provided by the assistant match the content delivered by the professor so as not to bring in external data that could act against the skills that their teaching seeks to develop in class.

The tool is not seeking to replace the teacher but rather become their assistant, a complement that is designed to help and support at any time of the day and night. The production of this chatbot represents **a significant step in our pursuit of innovation and excellence in the training of our students**. We are proud of the progress made and enthused by the idea of continuing to explore new ways of improving the student experience at ESSCA", share Stéphane Justeau, Associate Dean for Pedagogy at ESSCA and Laurent Barbin, Multimedia Pedagogical Engineer at the Institut de Pédagogie Avancée.

Maintaining student commitment and offering socio-affective support

This new, fun, and interactive tool **helps maintain the interest and commitment of students and motivate them to delve more deeply into each subject**.



ESSCA

Press release

ESSCABOT also offers **empathetic student support**. When a student expresses negative feelings, the virtual assistant aims to reassure them and steer them towards constructive discussions, thereby strengthening the socio-affective dimension that is so fundamental to the learning process and making it possible to:

- Respect confidentiality, whatever the type of question posed by the student;
- Boost confidence by providing answers that help better understand the subject;
- Personalise the learning experience by replying specifically to each student;
- Reduce stress levels by offering immediate and effective help.

Complementing the expertise of teachers to further enrich the Grande Ecole and Bachelor programmes

The chatbot has been deployed within the “Operations Management” module of the third year of the Grande Ecole programme as well as the “Economy and Transformation” course in the first year of the Bachelor in International Management programme.

“Incorporating a Chat GPT-based chatbot into our Operations Management course offers a fascinating chance to modernise our teaching approach. It will enable us to offer personalised support to students, stimulate their commitment and interaction in class, and prepare them to tackle the complex challenges of the real world in the area of operations management”, states Chaaben Kouki, Professor of Operations Management.

“Regarding the Bachelor’s course, the students have mainly used the chatbot to help them with revision and prepare for their Economics exam. The chatbot helps hone their work methodology, especially regarding course revision and preparing revision sheets. It has also helped them research definitions that are specific to the programme” adds Marjorie Tendero, Associate Professor specialised in Environmental Economics.

Developing further chatbots to meet student and staff requirements

ESSCABOT is currently being used in test mode, but the results are very encouraging. By responding automatically to topical questions, it has freed up time for the school’s services to concentrate on more complex and strategic issues.

Other versions of the chatbot designed to address HR issues from staff or facilitate access to the school’s in-house applications are currently being analysed.

By widening use of the chatbot, **ESSCA hopes to offer an even more comprehensive and personalised experience to students and staff by covering a wide range of requirements and improving their study path.**

“Implementing a chatbot with Microsoft technologies has been a fascinating and highly beneficial experience. We can’t wait to explore further avenues in order to expand the functions of our chatbot” adds Mickaël Geslin, Head of the New Technologies and Development tasked with the digital transformation of ESSCA.



ESSCA

Press release

About ESSCA

Based on its rich 115-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school since its foundation in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, an MBA Business & Technology, a Specialised Master, and Master of Science programmes. The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and inter-company programmes. ESSCA is also developing on-line designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the school is an internationally renowned institution. It features in 54th place among the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 20,000 alumni working all across the world and currently welcomes over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg), Hungary, China and most recently in Spain and Luxembourg.

www.essca.fr/en

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