

North Light AI

Transforming Higher Education with AI

North Light AI is a strategic partner for AI-powered transformation in higher education. We bridge academia and industry through innovative AI solutions that deliver measurable results.

Team@NorthLightAI.com

www.NorthLightAI.com





Predictive Analytics for Yield Modeling

1 Accurate Forecasting

AI-powered analytics help institutions predict which admitted students are likely to enroll.

2 Chatbot Success

University of Murcia's AI chatbot answered 38,708 student questions with 91% accuracy.

3 Improved Yield

AI models increased enrollment yield by 23.3% for out-of-state students at one university.

Personalized Engagement



24/7 Support

Chatbots and virtual assistants answer questions from admitted students around the clock.



Tailored Communications

AI customizes email content based on student interests and behaviors.



Dynamic Microsites

Personalized landing pages are generated for each admitted student.





Optimizing Financial Aid

1

Predict Impact

AI models forecast how scholarship amounts affect enrollment likelihood.

2

Target Resources

This allows for more effective use of limited financial aid.

3

Increase Yield

One partner school saw an 8.8% increase in admitted yield through AI-powered optimization.

Identifying At-Risk Students

Predict Summer Melt

AI models flag students who may need additional support before enrollment.

Proactive Outreach

This enables targeted engagement to keep students on track.

Proven AI Results

Georgia State University reduced summer melt by 3 percentage points using AI texting.



AI Solutions for Higher Education

Market Intelligence

Analyze enrollment trends and competitor positioning.

Admissions Optimization

Predict student success and improve retention rates.

Personalized Learning

Deliver tailored experiences based on student preferences.



ROI-Driven AI Initiatives

1

Reduce Costs

Streamline processes with Robotic Process Automation.

2

Increase Enrollment

Enhance recruitment with data-driven strategies.

3

Optimize Resources

Predict and manage campus facilities more effectively.

Partner with North Light AI

Practical AI solutions	Measurable ROI
Dedicated AI teams	Ongoing support
Ethical AI commitment	Free strategy session

Transform your institution with AI. Contact us at Team@NorthLightAI.com or visit www.NorthLightAI.com.

