

Codify Academy Taps IBM Cloud with Watson to Design Cognitive Chatbot

Chatbot "Bobbot" has driven thousands of potential leads, 10 percent increase in converting visitors to students

ARMONK, N.Y., Aug. 4, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) today announced that [Codify Academy](#), a San Francisco-based developer education startup, tapped into IBM Cloud's cognitive services to create an interactive cognitive chatbot, Bobbot, that is improving student experiences and increasing enrollment.

Using the [IBM Watson Conversation Service](#), Bobbot fields questions from prospective and current students in natural language via the company's website. Since implementing the chatbot, Codify Academy has engaged thousands of potential leads through live conversation between the bot and site visitors, leading to a 10 percent increase in converting these visitors into students.¹

IBM Cloud with Watson provided Codify Academy with the speed and scale needed to immediately start building with cognitive intelligence. Bobbot can answer more than 200 common questions about enrollment, course and program details, tuition, and prerequisites, in turn enabling Codify Academy staff to focus on deeper, more meaningful exchanges. For example, students can ask questions such as "What kind of job will I be able to find after I complete the program?" or "How do I apply, and what are tuition rates?"

"We saw a huge spike in interest from potential students in the early days of our company, which is a fortunate problem to have, but made us realize we needed to quickly build a solution to help us scale," said Matt Brody at Codify Academy. "IBM Cloud gave us the infrastructure and access to cognitive services, including Watson, that we needed to quickly build and deploy an intelligent and intuitive bot – in turn helping us to field all inquiries and significantly increase enrollment."

Codify Academy runs on the IBM Cloud platform, which has become one of the largest open, public cloud deployments in the world. It features more than 150 tools and services, spanning categories of cognitive intelligence, blockchain, security, Internet of Things, quantum computing and DevOps.

"We have designed our cloud platform to serve as the best possible engine for cognitive apps such as chatbots," said Adam Gunther, Director, IBM Cloud. "This enables companies to harness and fine tune incoming data quickly to create highly tailored user experiences."

To learn more about Codify Academy, visit <http://codifyacademy.com/>.

To learn more about IBM Cloud, visit <https://www.ibm.com/cloud-computing/>.

1. Source: Codify Academy

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