



# CHAT2LEARN

## Chatbot technologies for digital entrepreneurship education and adult learners

*Project n. 2020-1-CY01-KA204-065974*

*IO1: Developing a chatbot learning environment in the field of digital  
entrepreneurship*

*1.1. Collecting best practices and tools on Technology Enhanced Learning and  
creation of a resource library on topic*

PREPARED BY





<b>SnatchBot</b>	
<b>Platform launched in May 2017, currently available</b>	<b>Authors</b> <i>Henri Ben Ezra, CEO and co-founder</i>
<b>DomSpain</b>	
<b>Element</b>	<b>Guiding question</b>
<b>Type of practice</b>	<i>Chatbot building platform</i>
<b>Publisher (optional)</b>	<i>Website: <a href="https://snatchbot.me/education">https://snatchbot.me/education</a></i>
<b>Target audience</b>	<ul style="list-style-type: none"> <li>- <i>Students</i></li> <li>- <i>Teachers</i></li> <li>- <i>Administrators of educational institutions</i></li> </ul>
<b>Objective/Aim</b>	<i>Provide people with an easy-to-use, cost-effective platform for developing chatbots that offer entertaining conversation while providing relevant information. It requires no previous knowledge of digital coding and programming.</i>
<b>Location/Geographical coverage</b>	<i>The company has offices in Ireland, Israel and Russia, but worldwide companies across many verticals use their platform.</i>
<b>Description</b>	<p><i>Unfortunately, the educational sector is frequently plagued by lack of funds, resources, and qualified teachers, among other things.</i></p> <p><i>A huge advantage with bots is that their cost and development time is a mere fraction of outdated media like websites or apps. With a bot-building platform like SnatchBot,</i></p>



	<p>development cycles are measured in days, rather than weeks or months, and anyone can get started for free.</p> <p>The advantages of the chatbots are:</p> <ul style="list-style-type: none"> <li>- With this bot-building platform, bots can be deployed to all channels with a single click. Students can simply message a bot on their preferred platform (Skype, Viber, Facebook, Messenger, SMS etc.) and get a response in seconds.</li> <li>- Bots assist teachers as they can answer questions about deadlines, lesson plans and curriculums; bots are able to issue educator evaluations and streamline the data analysis process.</li> <li>- In the administration department bots can assist with the filing of applications, accept tuition payments, assign course schedules, provide answers to hundreds of commonly asked questions, schedule meetings or phone calls when human intervention is required.</li> </ul>
<b>Methodological approach</b>	<p>The target groups were taken into consideration while elaborating the chatbot templates for the education sector. The younger generations are typically among the first to embrace new tech, and recent trends are showing a massive move away from single-utility apps and websites to general messaging platforms and social media.</p> <p>In education, time, funds, and resources are typically limited. As some teachers and professors have already discovered, the benefits of having a chatbot available to one's students are numerous. Many tasks that can be handled by bots and that allows educators to save time and focus on their primary role: educating.</p>
<b>Finance</b>	<p>Anyone can start free, the company offers to try their chatbot templates and then you start to build your own. There is a free package (with the access to all basic features) and a PRO-Plan (with extended features)</p>
<b>Constraints (optional)</b>	N/A
<b>Outcomes</b>	<p>16% of customers using SnatchBot Platform are from Education sector</p>



<b>Replicability and/or up-scaling</b>	<p>Express your opinion on a scale from 1 (= min) to 5 (= max):</p> <p>5- The Platform is used by a wide range of industries: Financial &amp; Legal, Customer Service, Brands, Hospitality, Information technology, E-commerce, IoT, Government, Healthcare, Airline and Education.</p>
<b>Conclusion (optional)</b>	<p>N/A</p>
<b>Opinion (optional)</b>	<p>Express your opinion on a scale from 1 (=min) to 5 (=max) about:</p> <ul style="list-style-type: none"> <li>● Usability - 5</li> <li>● Relevance - 5</li> <li>● Granularity -3</li> <li>● Integration -5</li> </ul>
<b>Further considerations</b>	<p>None</p>