

UA-Pulaski Technical College Sees 253% Increase in Engagement with Modo + AI



CASE STUDY

UA-Pulaski Technical College

INDUSTRY

Higher Education

FOUNDED

1945, North Little Rock, AR

ENROLLMENT

6,700+ students

STUDENT-FACULTY RATIO

15:1

Students today expect fast, personalized answers: anytime, anywhere. For staff, this often means fielding the same questions over and over again, leaving little time for higher-impact work. At the University of Arkansas–Pulaski Technical College (UA-PTC), students were frustrated by fragmented tools and slow access to information, while staff felt overwhelmed by repetitive requests. Partnering with **Modo Labs** and **Amazon Web Services (AWS)**, UA-PTC launched **My Agent**, an AI-powered assistant inside their Modo Campus app, delivering 24/7 support that's transforming both the student and staff experience.

The Challenge

UA-PTC faced a growing gap between what students expected and what staff could realistically deliver. Fragmented tools, repetitive requests, and limited resources strained the student experience and overwhelmed staff. Building an in-house AI solution wasn't realistic; it would demand too much time, talent, and long-term maintenance to be sustainable.

The institution needed a fast, cost-effective, and scalable approach to:

- Reduce **fragmentation** across student tools and services.
- Provide **real-time, reliable answers** to common student questions.
- Relieve staff from handling repetitive, low-impact requests.
- Improve **student satisfaction, engagement, and retention**.

They needed a solution that was **fast, cost-effective, and scalable**.

“We considered building our own AI assistant, but the time, talent, and ongoing maintenance it would require made that path unsustainable. Modo had their AI knowledge agent up and running for us in no time—and at a fraction of the cost. More importantly, it saved my team countless hours we can now spend on other high-impact initiatives.”

Wayne Floyd, Chief Information Officer

UA-PTC

The Solution & Results

Since launch, UA-PTC MyAgent, powered by Modo, has quickly become the most popular feature in the UA-PTC Mobile—transforming how students get support and how staff spend their time.

High Adoption & Engagement



94.5%
student
adoption

MyAgent became the most-used feature in the UA-PTC mobile app.



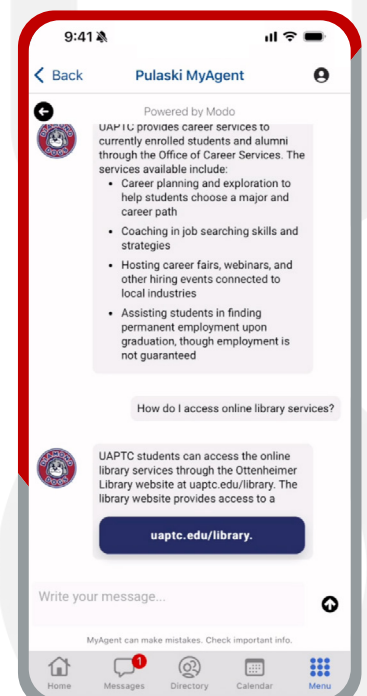
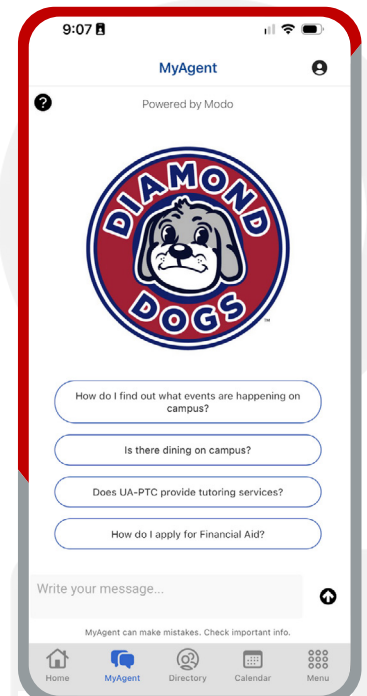
253%
increase
in app
interactions,
with traffic
more than
doubling
compared to
the next most
active module.



140%
increase in
prospective
student
engagement,
helping boost
recruitment.

For students, MyAgent has become more than just a chatbot; it's their personal “campus search engine” and “calendar concierge.” Instead of sifting through multiple platforms or waiting for office hours, students can instantly find what they need, whether that's an academic deadline, the location of a student organization meeting, or instructions for resetting a password.

The impact has been equally transformative for staff. By handling the constant influx of repetitive, low-level requests, My Agent has freed IT and student services teams to focus on higher-impact work. Staff no longer spend time answering the same questions, freeing them to focus on more personalized support for students. The result is a campus environment where students feel supported around the clock, and staff have time to provide deeper, more meaningful support.



Key Features of Modo's Knowledge Agent

- ✓ **24/7 availability** to answer questions around academics, campus life, financial aid, tech access, and more
- ✓ **Seamless integration** with existing campus systems
- ✓ **Fast time-to-value:** launched in weeks, not months
- ✓ **Scalable support:** thousands of students helped instantly, without additional staff

Future Impact

UA-PTC views MyAgent as the foundation for a **future-ready digital experience**. With plans to expand personalization, integrate deeper academic services, and use AI to triage and escalate requests, the college is building a **smarter, more connected campus** where students feel supported and staff can focus on what matters most: helping students succeed.

About Modo + AI

Modo's AI agent integrates seamlessly into the Modo Campus platform, offering personalized, scalable, and cost-effective support to students while freeing staff from repetitive workloads. Learn more at modolabs.com/ai-campus/ or [request a demo](#).

Request a Demo

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modolabs.com