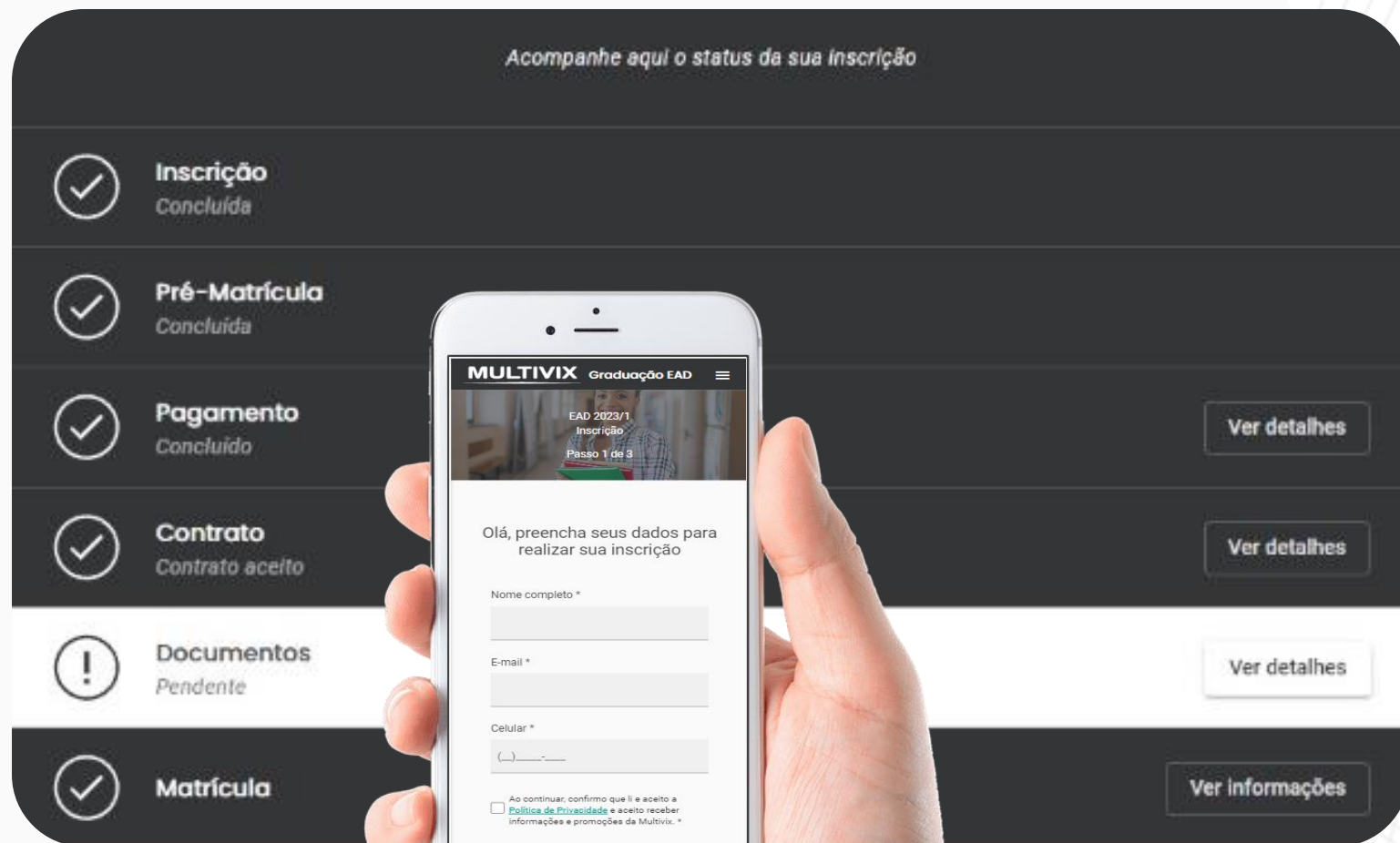
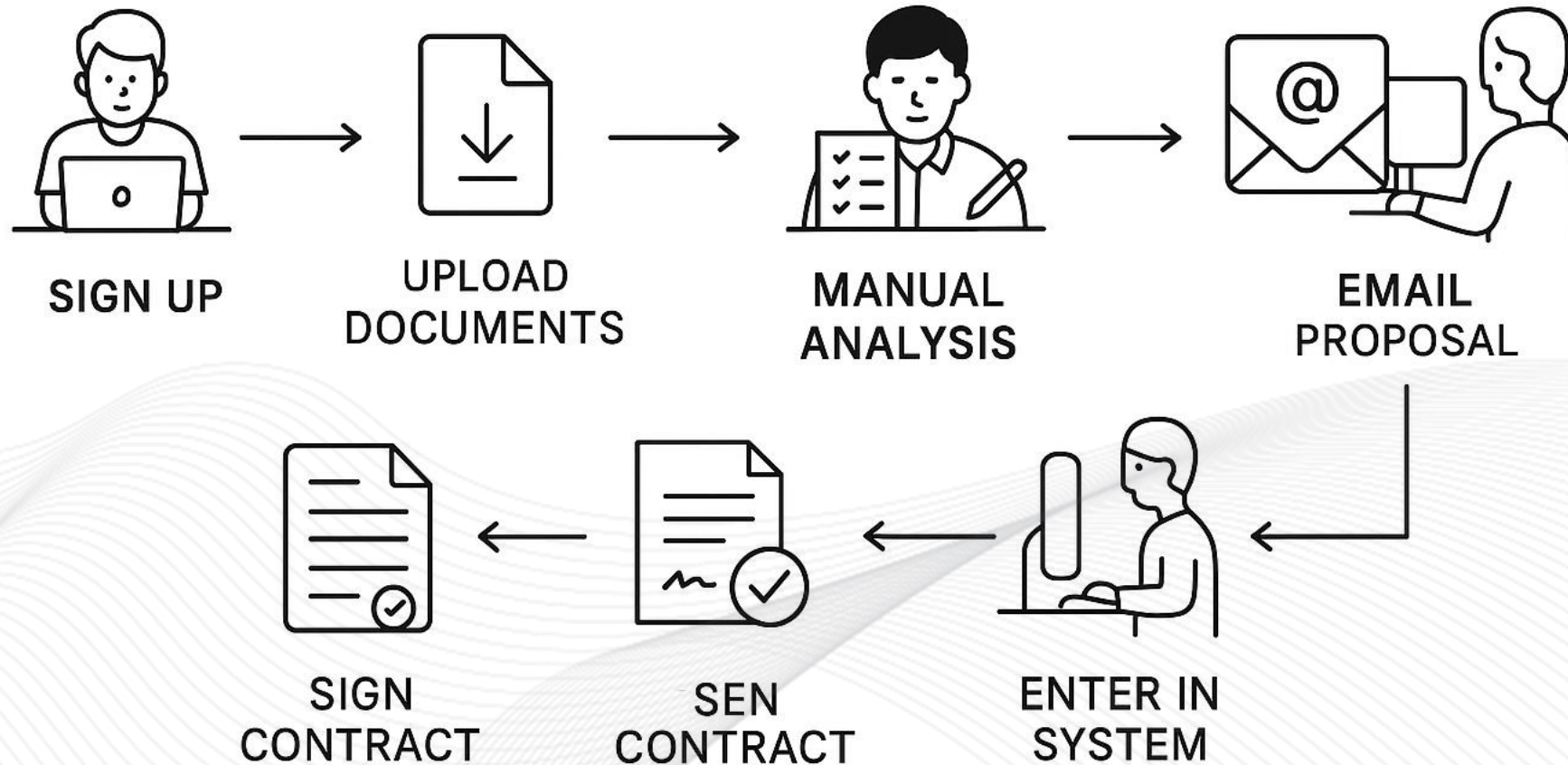


# Admission by curriculum analysis - Old process



# Admission by curriculum analysis - Old process

## MANUAL COURSE ANALYSIS PROCESS

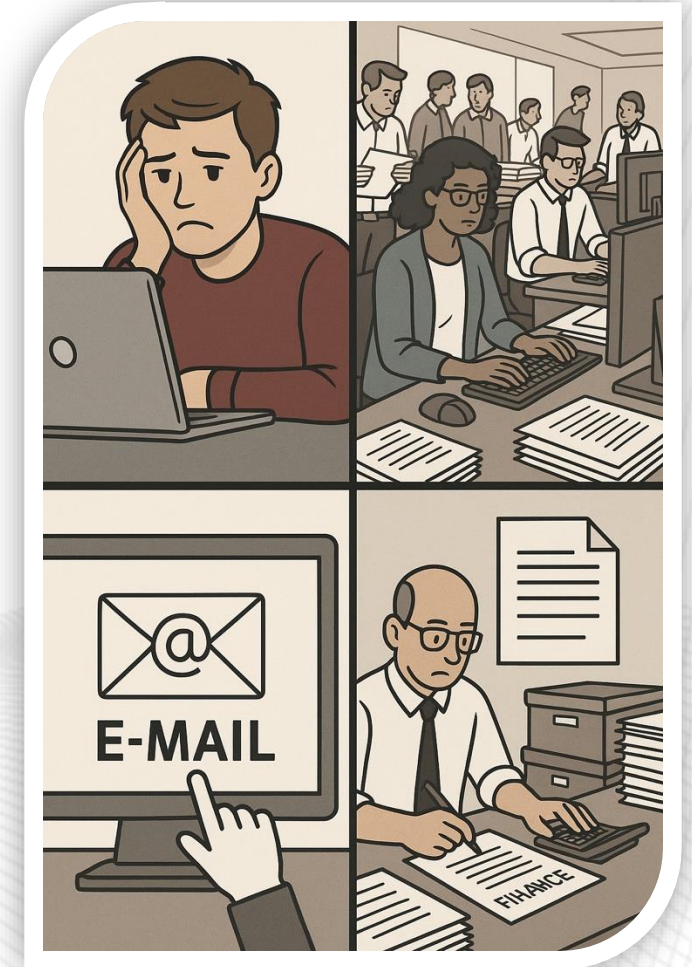




# Admission by curriculum analysis - Old process

## Fragmented and **Manual Steps:**

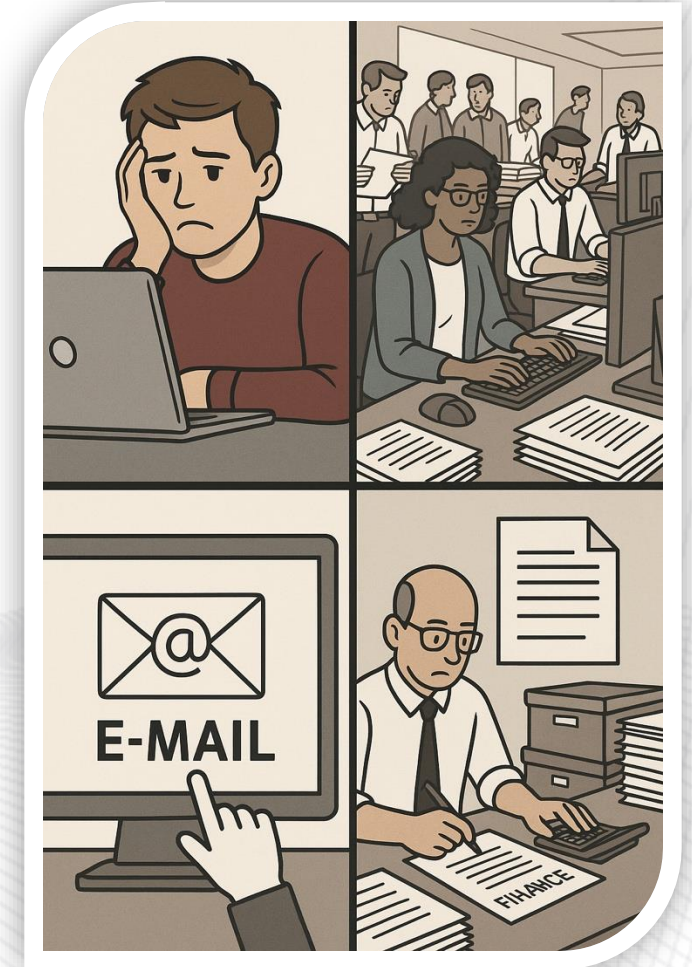
- Students **attached documents** to the portal.
- Analysts **downloaded and manually** correlated courses.
- Proposals were sent and **accepted via email**.
- Contracts were generated and **sent manually**.
- Course exemptions were **manually entered** into the ERP.
- Finance calculated and issued **invoices manually**.



# Admission by curriculum analysis - Old process

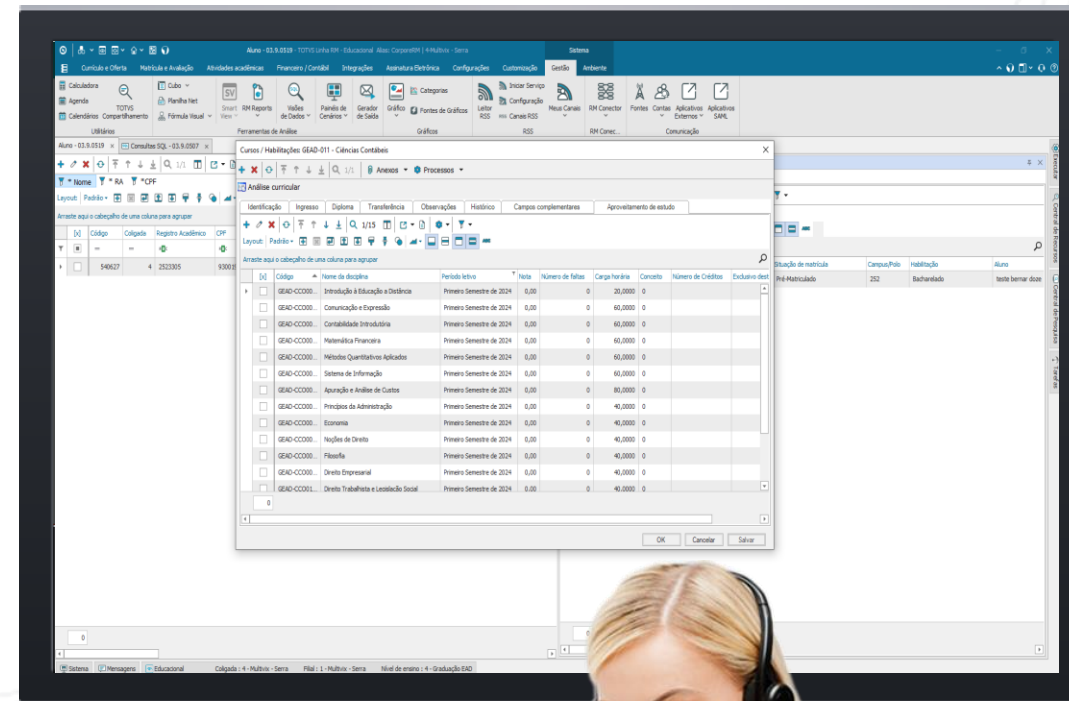
## Main Issues:

- 🧑 Excessive human interaction: up to **248 clicks** to dismiss a single course.
- ⌚ Time-consuming process: SLA of up to **7 business days**.
- 📄 Dependence on **spreadsheets** in the **Call Center for follow-up**.
- 📊 **Manual financial calculations**, subject to errors and rework.
- ❌ **Fragmented student experience**, slow communication (emails and spreadsheets).





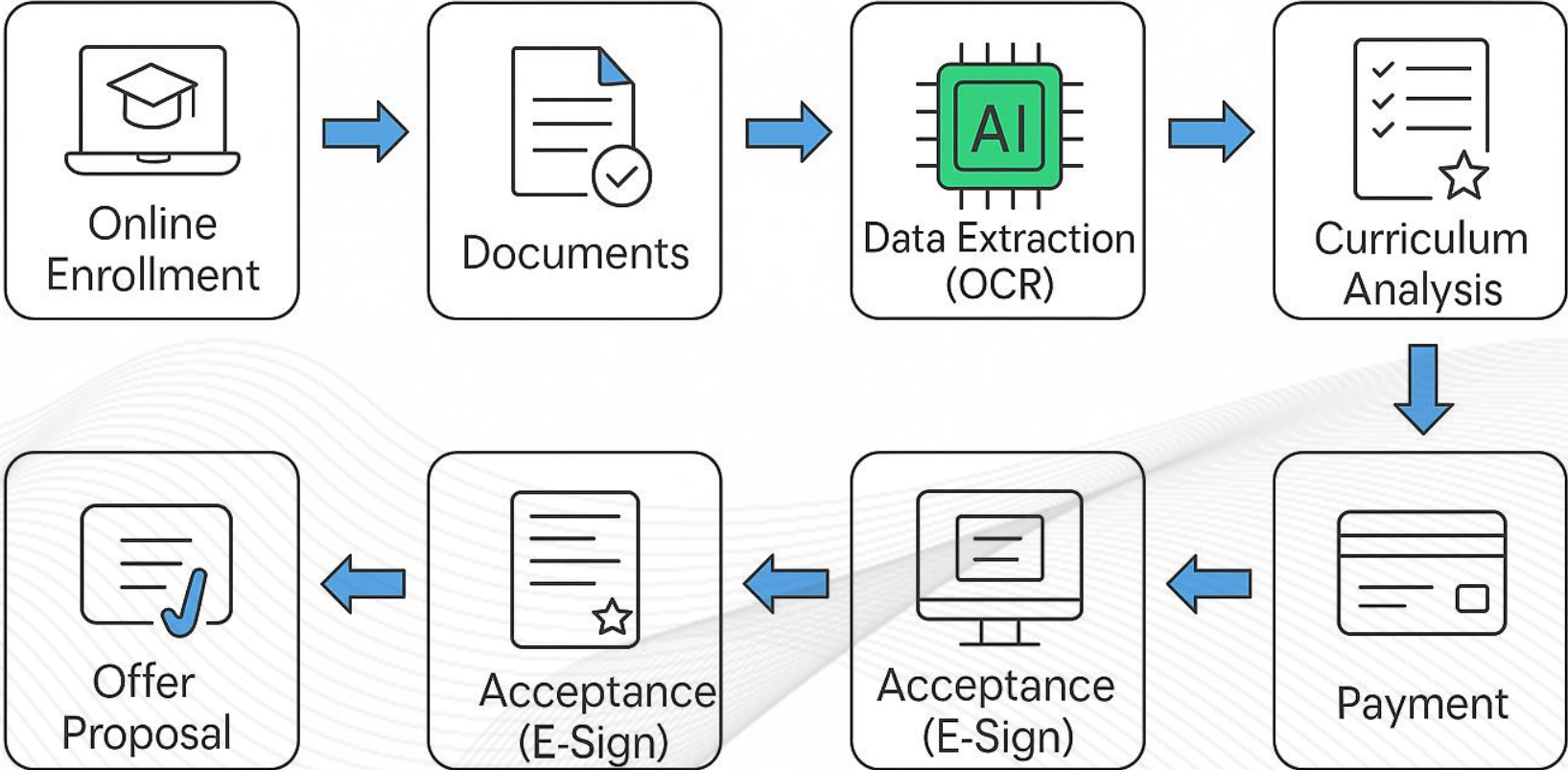
# Curriculum Analysis with AI – New Process



**MULTIVIX**

# Curriculum Analysis with AI – New Process

## EFFICIENT PROCESS WITH AI



# Curriculum Analysis with AI – New Process

## Digital and Integrated Flow:

- OCR automatically reads and **extracts data**.
- **AI/ML recommends course** equivalencies and suggests ideal curriculum.
- Analyst validates in just a few clicks (**10 clicks, 95% reduction**).
- Proposal and contract available on the portal (**with digital acceptance**).
- Automated finance: **invoice generated and available automatically**.
- **API integration** with TOTVS RM ERP and Hubspot CRM.





# Curriculum Analysis with AI – New Process

## Main Benefits:

- 🕒 Agility: process in days → hours.
- 🤖 End-to-end automation: documents, proposal, contract, and financials.
- 📊 Transparency: timeline with steps tracked in real time.
- ⚙️ Operational efficiency: smaller staff, same SLA.
- 📈 Higher conversion: multichannel communication (email, WhatsApp, call center).
- 🤝 Better student experience: simple and clear digital journey.





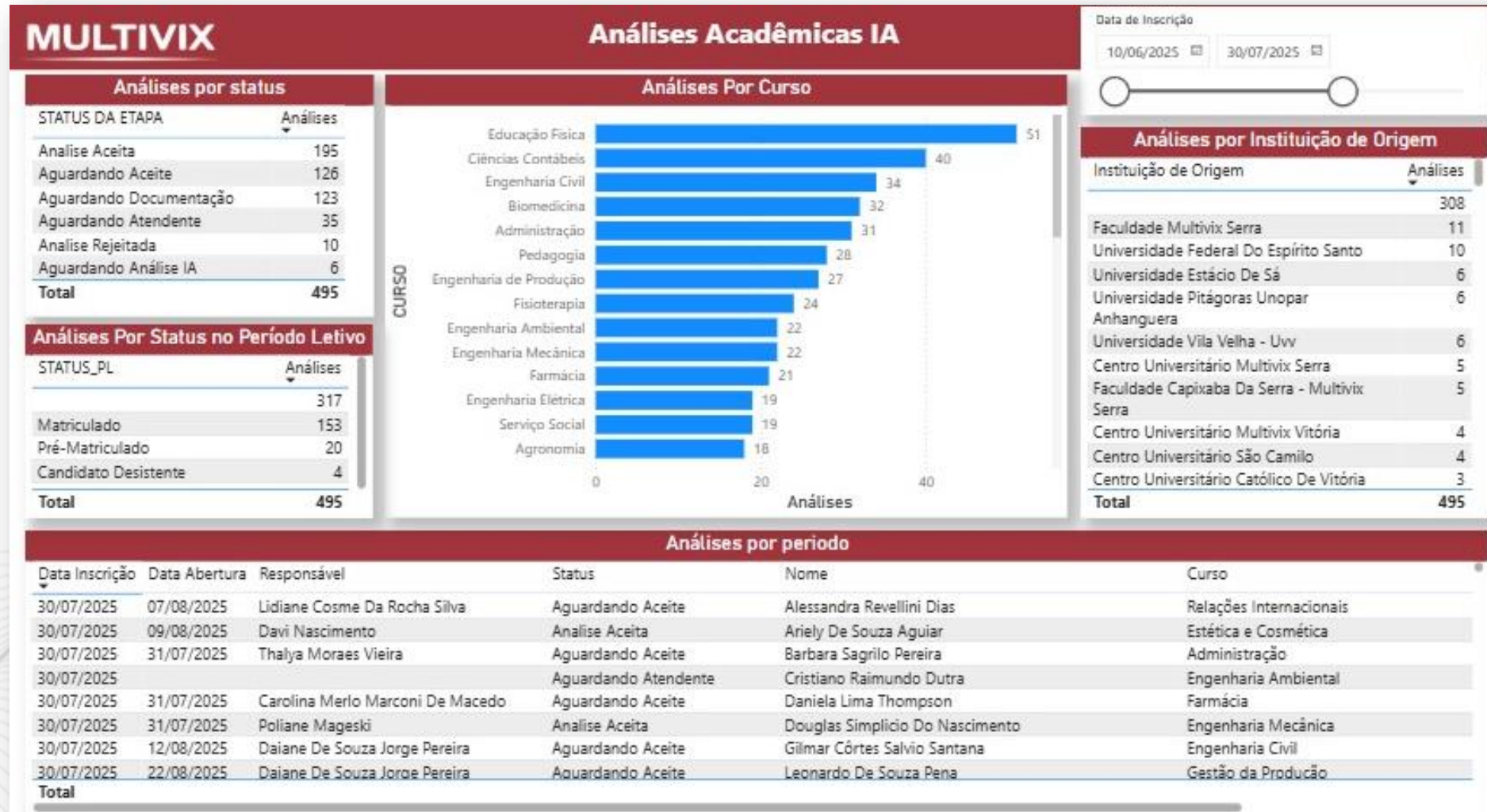
# Process Performance Analysis

**Current Model Performance** – Second Degree (June 10, 2025 to August 28, 2025)

- Total analyses performed: **798**
- Completed: **307**
- Waiting for documentation: **205**
- Waiting for student acceptance: **211**
- Waiting for agent: **49**
- Rejected: **18**
- Waiting for AI analysis: **8**
- **Minimum rejections (2%) → confirms robustness of AI analysis.**



# Process Performance Analysis





## Something to think about!

**95%** of companies fail to accelerate revenue with AI, MIT study reveals.

Only **5%** of artificial intelligence pilot programs quickly generate revenue, while the vast majority have no significant impact on the financial statement.

Source: **exame**.

