Conversational Systems in Education

Examples in Asia

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www.qooco.com
Spoken English
Hospitality – Language, Vocational, & Upselling
Education – Challenges

Frequency of practice, no/little data & feedback, few good instructors, mindsets

After 1 month, the Thai Ministry of Education Inspectors improved 17%, even though they used the Qooco service at only 20% of the recommended level.

<table>
<thead>
<tr>
<th>iTest Results*</th>
<th>Pre-Test Result</th>
<th>Post Test Result</th>
<th>Improvement Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play English 6</td>
<td>54</td>
<td>63</td>
<td>17%</td>
</tr>
</tbody>
</table>

Pre-test Post-test

Kid English 6

+17%
Use of Qooco at Home
Use of Qooco at School
Use of Qooco Mobile at Qooco Club
Hospitality – Challenges

Scheduling, high staff turnover, lack of qualified instructors, costs, desk-less, millennials, no/little data, etc.
Use of Qooco for Spoken Mandarin
Use of Qooco for Upselling

1. Select a new course
2. Available Courses
   - Upsell at Dinner
   - Welcoming Guests
   - Progress: 15%
   - Days Remaining: 2/9
3. Drinks
   - Progress: 13%
   - Days Remaining: 2/9
4. Study the Dialogue
   - Here’s your guest! Practice for upselling success: Read, listen to, and speak the dialogue!
5. Results
   - Speaking
   - 73
   - 44 * 5 = 220
   - May I bring you a drink before dinner, sir?
   - May I suggest one of our excellent cocktails with Coke?
   - A dark Bacardi with Coke and a lime wedge.
   - Our bartender makes a great Canadian whiskey mixed with Coke. How about this one?
Natural Native Language Search
Challenges and Opportunities

• Mindsets – attribution of value, content variety
• Kids and adults voices
• Sophistication Level
• Hotel owners

• Migration to the Cloud
• Mobile
• Large data sets, metadata
• Transparency
• Real differentiation
• Showcasing Conversational Systems
• AI
Thank you

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