ASU | Arizona State University

Arizona State University Case Study: Spring 2025

Each year Arizona State University relies on Tassel, their GradBot created by 42Chat, to ease the stress of commencement.

21,000 Graduates

24/7 Virtual Assistant

1,968 Hours of Real-Time Support

Trained in More Than 72 Topics

Additionally, the university drove **2,400+ click-throughs** on an RSVP notification for its Young Alumni Summer Mixer, **doubling event attendance**.

Trained in more than **72 topics**, Tassel could understand and respond to millions of different ways that questions could be asked, and delivered a remarkable **99% correct response rate** for ASU's Spring 2025 commencement.

In the weeks leading up to and during the graduation, Tassel sent & received more than **594,000 messages**, easing the stress of commencement for ASU staff, graduates, and guests—so they could relax and celebrate the graduates!

With a record-breaking graduate class, **16,000+ graduates** connected with Tassel for the Spring 2025 Commencement. Tassel was a 24/7 virtual assistant—sending reminder notifications, instantly answering questions, and providing graduating students and their **10,000+ guests** with **1,968 hours of real-time support**.

By using SMS to deliver high-value information, ASU unlocked a stream of increased engagement, driving revenue back to the university. A notification for GradImages photo packages earned **6,000+ clicks**, increasing the vendor's web ordering sessions from 5,000 to **19,000+**.

Tassel stepped in when needed to provide critical reminders and updates, such as:

Hi, this is Tassel from ASU! Graduation celebrations start tomorrow! To get ready, ask me about your ceremonies, portraits, the schedule, parking, or any other event related question. Ask Me!

Or even:

Hi it's Tassel, do you have friends and family that can't attend? Click here to have them follow along on the livestream.

ASU had 77,700+ click-throughs to their livestream

Want to test out a GradBot for yourself? Scan the QR code to chat with **Jennifer, our demo GradBot**!

Reduce stress, respond to emergencies, & make commencement easier for everyone.