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SITUATION

With a large international student population, Whitepine College serves students across campuses in Northern Ontario. Student Success and Academic Services field constant enquiries about programs, admissions, registration, housing, financial aid and study permits. Many arrive outside business hours, from applicants in distant time zones. With advising capacity fixed and volume tied to recruitment cycles, the college needed accurate answers delivered instantly, without pulling advisors from students needing one-to-one support.



CHALLENGE

Over 7,100 enquiries reached the college website each year. Many of the same questions returned again and again. How do I apply, when is tuition due, where do I collect my student card, what happens if my study permit is refused? Each mattered enormously to the student asking. Each was routine to the staff answering it for the hundredth time.

The stakes went beyond convenience. A student who cannot get a clear answer about a deadline or an immigration requirement is a student at risk of not enrolling. Generic AI was not an option. A wrong answer carries real consequences for the student and a reputational risk for the college.

Whitepine needed answers that were accurate, consistent, auditable and always available.

HIGHLIGHTS



5,295 interactions

Substantive interactions in 2025, each replacing a human enquiry.



514 staff hours

Reclaimed, within a range of 375 to 703.



\$12,200 to \$36,500

Annual labour cost avoidance, base case \$21,400.



3-month payback

With 24/7 coverage worldwide.

"Our students ask questions that carry real consequences.

An answer about a study permit or a tuition deadline has to be right, every single time."

Anonymous, Whitepine College



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SOLUTION

To relieve the pressure, Whitepine deployed the kama.ai Responsible AI-Agent platform. Nicknamed the Digital Tiger, it handles repetitive enquiries so advisors can focus on students. Built on kama.ai's Knowledge Graph AI technology, it answers from Whitepine's own Trusted Collections. Doing so, it delivers approved information rather than a generic model retrieves from the open internet. The hybrid deterministic / generative AI model delivers:

- **Deterministic Certainty:** auditable, reliable answers.
- **Governed Generative AI:** safe, context driven responses without hallucination.
- **Empathy at Scale:** reassurance in high stress admissions and immigration moments.
- **Human Oversight:** staff step in when needed.

Coverage concentrated where pressure was greatest. Student Success absorbed 2,795 interactions, or 53%. Academic Services handled 2,465, or 47%, spanning admissions, registration and study permits.



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RESULTS

- **Operational Relief:** Resolved 5,295 interactions in 2025, reclaiming 514 staff hours in the base case, ranging from 375 to 703.
- **Front-Line Capacity:** Student Success and Academic Services absorbed 99 percent of deflected volume, returning advisor time to complex student needs.
- **Cost Avoidance:** \$12,200 to \$36,500 in annual loaded labour savings.
- **Always On Access:** Answered students evenings, weekends, holidays and overseas.
- **International Student Support:** Study permit, PGWP and IRCC enquiries received consistent guidance, reducing anxiety and dropout risk.
- **Retention Value:** Each retained international student generates \$15,000 to \$30,000 in tuition, far more than the annual cost of the deployment.

**When it's got to be right ...
It's GOT to be kama.ai**

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