



TIPS FOR PROVIDING EFFECTIVE ANSWERS 24/7 USING EMT ANSWER

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- **Assign the questions in the Virtual Advisor to different people**
 - Assign questions to the experts in each department: Admissions, Financial Aid, Registrar, etc
- **Give thoughtful answers to the questions in Virtual Advisor**
 - Don't just throw in quick short answers, answer the questions as if a student asked the question to you face to face
 - Avoid just throwing a link to the information on your website
- **Integrate it with your website**
 - Brand it so that it pops out from the rest of the content
 - Place it prominently on important pages
- **Pay attention to the feedback you receive**
 - Use feedback and ratings as a way to improve your answers
 - Check your feedback often
- **Use the Knowledge Builder**
 - Use those submitted questions to build new custom answers
 - When you get a lot of submitted questions similar to those in the Virtual Advisor, make sure you answered the Virtual Advisor questions thoroughly