

**HELLO**

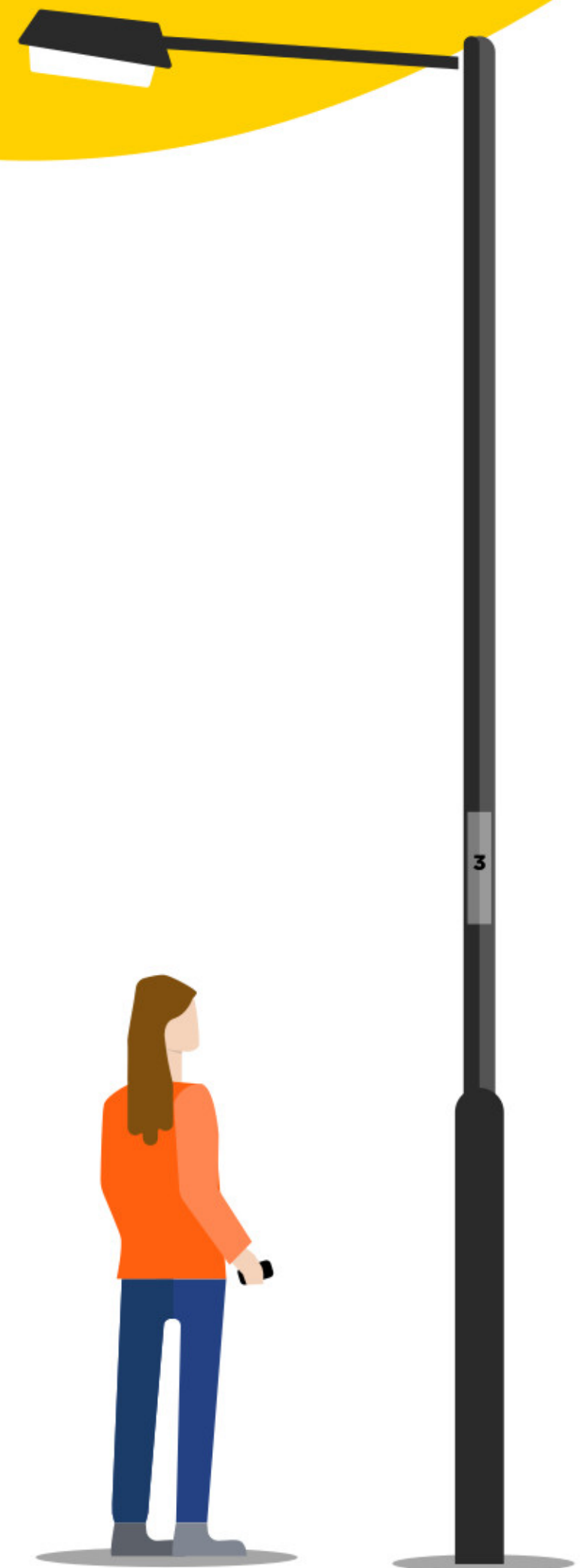
**UBC**

**Hello UBC is improving campus participation, student and visitor engagement, and addressing challenges and concerns of students and staff through friendly conversations.**

## **CHALLENGE**

Hello UBC is a platform designed to use the university's existing infrastructure as interactive reference points, creating an innovative means of student and staff engagement on campus. The parking and access services team wanted to explore the creation of a resilient network, to communicate key messaging and gain insights into behaviours of commuters and visitors onto campus.

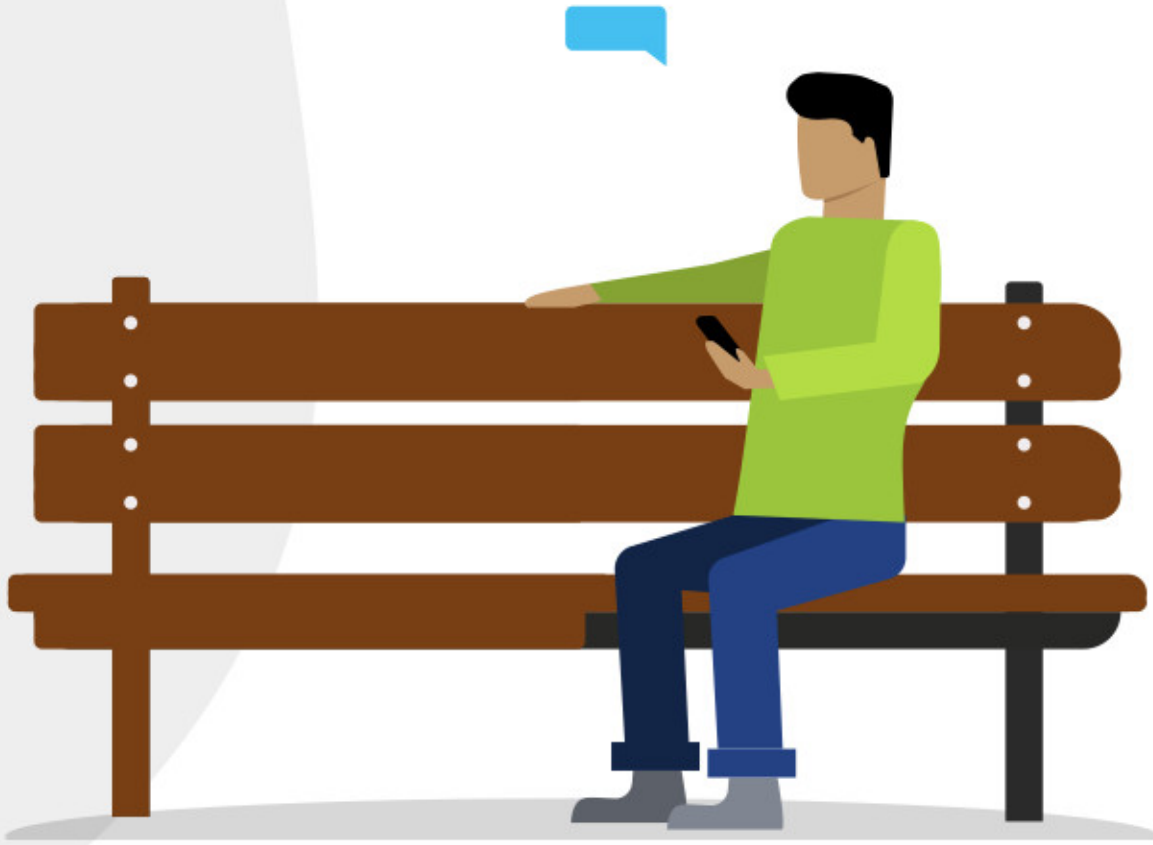
The platform and its further rollout across campus now looks to help the university with a range of areas, including student satisfaction within homes and catering, cultural storytelling through campus history, and improving the planning process on-site.



## SOLUTION

The platform has been deployed to gather insights and opinions from those travelling to and from campus by car, allowing users to 'chat' to over 100 parking meters around UBC on key parking sites and arterial routes to campus. Interactions with players take the form of conversations via SMS, with instruction signage on each object.

Initially launched as a pilot project with the parking and access services department, 'Hello UBC' is now uncovering student perceptions and data trends which can improve how people experience public spaces during university life. Parking and access services are gaining new insights into challenges within parking and moving across campus.





## ENGAGEMENT TO DATE



**12,948**

INTERACTIONS WITH  
CAMPUS PARKING METERS



**100**

OBJECTS LIVE  
AT UBC



**3,630**

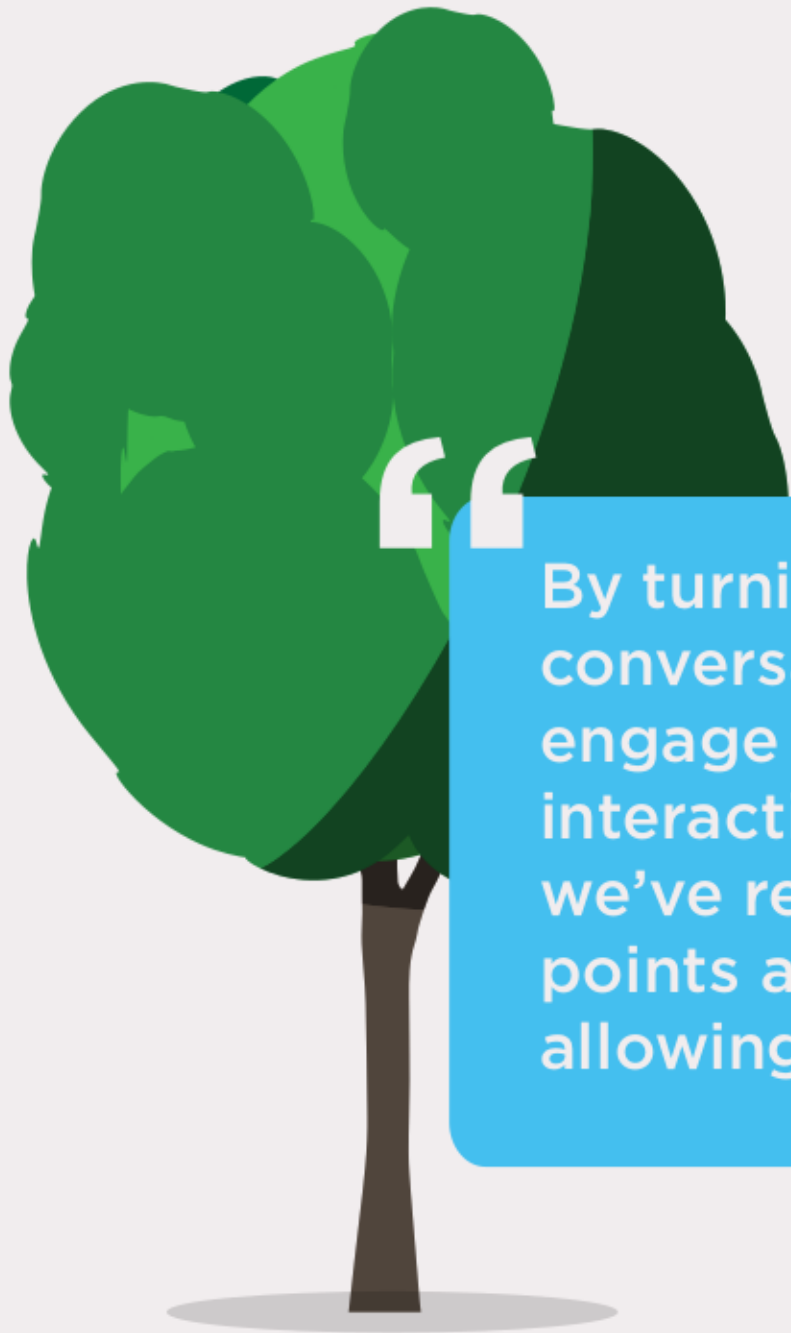
UNIQUE PLAYERS

# IMPACT

- 1** Building a campus-wide resilient network for student communications, available 24/7 at the point of access.
- 2** Continuous feedback system for the university to address pain points for both students and visitors commuting to campus.
- 3** Innovative and friendly platform, which can better university experience and student satisfaction rates.



# TESTIMONIALS



By turning everyday objects into beacons for conversation, we've shown that we can engage the campus through specific and personal interactions. The real-time data we've received has given us insight into the pain points and wants of our commuters, allowing us to make informed strategic decisions."

*Brian Jones - Director | Parking and Access Services*



**Want to take your public engagement strategy to the next level with engagement automation and perception gathering?**

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**CONTACT@HLP.CITY**