

# How the UK Cabinet engages students



The Cabinet Office supports the Prime Minister of the UK, and ensures the effective running of Govt.

## Goal

UK Cabinet wanted to run a campaign to encourage students to actively take more interest in STEM programs.

## Challenges

Providing immediate replies and engaging multiple students were the challenges UK cabinet was facing as this was crucial for the success of the campaign.



London | UK

## Outcomes

### | Engage with students at scale

With WhatsApp Bot, they were able to communicate with multiple students at the same time.



43.5% increase in user engagement

### | Easy to build and deploy

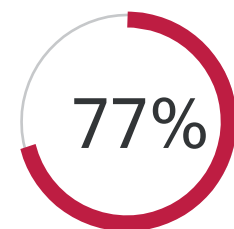
Our conversational modeler allowed users to quickly create workflows and deploy the solution across multiple channels. Cabinet UK was able to create workflows in no time and deployed it on their website for students to engage.

14 days

Go-To-Market Time

### | Make it interactive

With Platform user journey modeler, users can create workflows which include messages, multimedia, forms, options, carousels, etc. Cabinet UK created interactive workflows for the students where they could choose an avatar, take up a project in science and write a case study on that particular field and post it on Twitter with relative hashtags.



77% of the activities were completed by the students