



*“Everything was so easy to set up through IBM Cloud—everything in Cloud Foundry is right there. I was able to jump right in.”*

—Matt Brody, Cofounder, Codify Academy

### Business challenge

To more efficiently manage requests for information from potential students, Codify Academy wanted to create a cognitive chatbot to engage with website visitors and answer frequently asked questions.

### Transformation

Working in an IBM Cloud Foundry environment, Codify Academy quickly created a solution prototype with the IBM® Watson® Natural Language Classifier service. After populating the prototype with data on key topics related to admissions, Codify Academy rapidly launched its new chatbot, Bobbot, online.



**Matt Brody**  
Cofounder  
Codify Academy

### Business benefits

**50% decrease**

**in admissions tasks**

freeing time and resources to double course offerings

**10% increase**

**in conversion rate**

for Codify Academy website visitors

**Speeds**

**to production**

with easy-to-use, integrated IBM Cloud and cognitive technologies

# Codify Academy

## Reducing the admissions workload by 50% with a chatbot powered by IBM Cloud technology

Founded in 2014 and headquartered in San Francisco, California, Codify Academy provides coding instruction designed for people with full-time jobs and busy schedules. The organization offers flexible 16-week courses combining in-class and online learning to prepare students for new careers in web and software engineering. In addition to coding fundamentals, the Codify Academy curriculum includes a specially designed Jobs program providing Power Hiring sessions, interview preparation guidance and job search assistance.

### Solution components

- IBM Cloud
- IBM Cloud Foundry
- IBM® Watson® Natural Language Classifier

Share this





---

© Copyright IBM Corporation 2017. IBM Cloud, Route 100, Somers, NY 10589.

Produced in the United States of America, October 2017. IBM, the IBM logo, ibm.com and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml). This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



WUC12605USEN-00