

Students are unaware that ask cocky is an AI chat offered by the University and lack awareness on when it is best to utilize the service.

The Ask Cocky chat is not a widely known service of the University of South Carolina. Most students do not know that it is operational, where to find it, and what questions are best answered by Ask Cocky. The students that have utilized the chat via the Financial Aid page on USC's website have expressed that the responses are not specific enough for the questions that are posed, offering little guidance, leading students to contact someone at the school, which negates the purpose of using the chat.