



Verb: /ken 'vert/

CLIENT SUCCESS STORIES :
ED-TECH



CASE STUDY : Ed-Tech

IPTSE is in his 4th Edition of conducting IP Olympiads for School Students (X onwards), University students (Engineers, Law, Design, PG) & Start-up teams.

- PROBLEM: (Leakage in Sign-up to Exam Registrations)
 - Increase course completion & Encourage to enroll for exams
- INSIGHT:
 - Follow up with the Students only through calls that too 3~4 times over a period of 3 months
 - Calling Infra and resources were more expensive as compare to the ROI of the setup
- APPROACH
 - Use digital affinity touch points to engage students with the course & Webinars
- SOLUTION
 - Automated/Manual, Personalized & Timely engagements (through Emailers, SMS & WhatsApp msgs/ reminders) with the users to keep the momentum of the course completion, attending webinars & exam enrollments
 - Dedicated WhatsApp channel to resolve any queries (on e-learning platform, courses, webinars, timings, dates etc)

RESULT:

57% increase in Exams Enrollment from last year (highest in all 4 Editions)

19% sale increase for premium course material

72% increase in course completion on e-learning platform



EMAIL



WHATSAPP



SMS



CALLS



For further information, contact:

Email : info@qnvert.com

Mobile : (91) 98104 38818

