**quadrafort**

## INDUSTRY

# Ed-tech

An Indian edtech company offering online courses and training programs across various domains. It specializes in providing personalized learning experiences through interactive content and expert-led instruction. The company aims to bridge the gap between traditional education and contemporary skill requirements. Learning Route emphasizes practical skills development and offers courses tailored to industry needs.

## Value Creation Modules

### Lead Management
Streamlines lead capturing, tracking, and nurturing processes, enhancing sales team efficiency and boosting conversion rates.

### Institute & Course Master
Maintaining the detailed list of Partner Institutes and their Courses with their Program Structure and Fee Details

### Account & Opportunity
Maintaining Students and their Semester wise data, Tracking the complete Student Life Cycle from enrolling to course completion.

### Marketing Management
Enable data-driven decision-making, allowing Learning Route to optimize marketing strategies and improve ROI.

### Case Management
Student Grievances Resolution with an increased efficiency within defined timelines.

### Performance Monitoring
Continuous performance monitoring with aspect BDE Team, Operations Team and CRE Team with their associated Students.

### Integrations
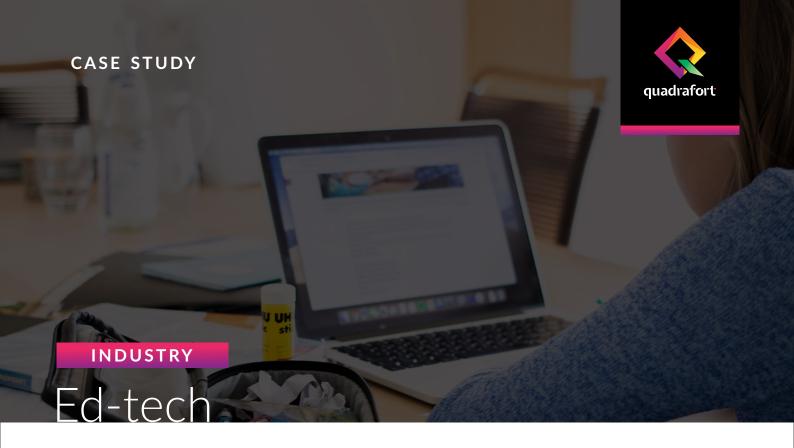Direct Integrations with Social Media sites and various Partner Universities to streamline Data Flow.

## Personas

- Sales Team
- Marketing Team
- Management Team
- Operations Team
- CRE Team
- Service Team

## Products & Technologies Used

salesforce sales cloud     salesforce marketing cloud

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## CHALLENGES

- Lack of Lead Conversion
- Misses in Lead Stages Tracking
- Visibility into the stages of opportunity
- Student dropout from enrolled courses
- Missing of Grievances Addressing

- Managing Campaigns and Leads Nurturing
- Lack of Team performance Tracking Lack of holistic reporting

## SOLUTION

- Managed Sales approach to ensure seamless support
- Streamlined Lead Capturing from various Online Sources
- Marketing Campaigns Optimisation and their Performance Tracking with Marketing Cloud

- Dedicated Modules for different Teams
- Drillable reports and real time dashboards
- Defined TATs for Leads Nurturing Stages
- Dedicated team to handle Student Grievances
- User trainings & Change Management

## BENEFITS

- Reduced turnaround time on Leads Reduced misses in SLA for Case Resolution
- Reduction in data redundancy and duplicity
- Increased manageability of teams due to Lead Assignment Automation
- Student 360 View from a single page

- Better performance tracking for various teams on a single platforms
- Increased usage of Marketing Cloud features.
- Increased customer satisfaction.
- Better control and visibility into the business