NCR EDUSERVICES
Empowering Education Ecosystem Globally

13 YEARS

Case Study

How NCR Eduservices Helped a Fortune 1000 Company To Scale Their Live Question & Answers Support For Diverse Subjects



Helping Students To Learn Better By Empowering Global Education Ecosystem

Stanford | Seed Company

160,000+ Experts | 500+ Companies | 16+ Countries

Scaling Live Question and Answer Support for Diverse Subjects

A Case Study of Collaboration between NCR Eduservices and a Fortune 1000 Company from USA for Live QnA

INTRODUCTION

This case study is about one of the clients of NCR Eduservices who was facing challenge to scale their operations. The client we are discussing here is one of the leading online educational platforms that offers live QnA support to students pursuing graduation, post-graduation, and masters-level studies. The platform provides academic assistance across a wide range of subjects, catering to the diverse needs of its student base. However, the client faced significant challenges in scaling its services to accommodate the increasing demand and maintain quality across various subjects. The client approached NCR Eduservices for a collaborative solution to overcome these challenges and achieve successful growth.

CHALLENGES FACED

The client had built a solid reputation for providing real-time academic support (Live QnA) to students. As the platform's popularity grew, so did the volume of incoming questions across multiple subjects. The client struggled to meet the following challenges:



Resource Requirements:

One of the primary challenges faced by this client was the significant increase in the number of students seeking live question and answer support across multiple subjects. As the platform gained popularity and attracted a diverse student

base, the demand for academic assistance grew exponentially. However, recruiting and managing a large pool of qualified subject matter experts to handle the volume of queries was a formidable task. The client struggled to find enough resources to cater to the needs of students from various academic disciplines effectively.

Response Time and Quality:
With the surge in the number of incoming questions, the platform experienced longer response times for student inquiries. Delayed responses can lead to frustration among students, negatively impacting their learning experience and satisfaction with the platform. The challenge was to maintain a balance between speed and accuracy while providing real-time academic support. Ensuring that each response was of high quality and addressed students' queries accurately became increasingly difficult due to limited resources and growing demands.

Subject Expertise:
The client aimed to offer specialized support in each subject area to ensure effective academic assistance for students across different levels of education. However, finding qualified subject matter experts for less common or niche subjects was a challenge. Some subjects required specific expertise that might not be readily available or easily accessible, making it difficult to provide comprehensive support for every subject.

Scalability:
As the platform expanded its user base, scalability became a major concern. The existing infrastructure and support system were not equipped to handle the rapidly increasing volume of student queries. Scaling up the operations to accommodate the growing number of students and subjects without compromising the quality of services posed a significant challenge for the client.

Student Satisfaction and Retention:
The challenges with response time, quality, and subject expertise impacted student satisfaction and retention rates. If students did not receive timely and accurate responses or felt that their queries were not adequately addressed, they were more likely to lose interest in using the platform's services. Low student satisfaction could lead to decreased user engagement and retention, affecting the platform's overall success and reputation.

Cost Management:
Meeting the resource requirements, implementing advanced technology, and maintaining a team of specialized subject matter experts could be financially demanding. The client needed a cost-effective solution that allowed them to enhance their services without causing a significant financial strain on the organization.

Quality Assurance and Training:
With a diverse team of subject matter experts and support staff, ensuring consistent quality across responses was a challenge. Proper training and ongoing quality assurance measures were necessary to maintain high standards of service and prevent any decline in the quality of support over time.

SOLUTION AND IMPLEMENTATION

NCR Eduservices collaborated closely with the client to address the challenges and provide them with the solution they were in need of. The following steps were taken:

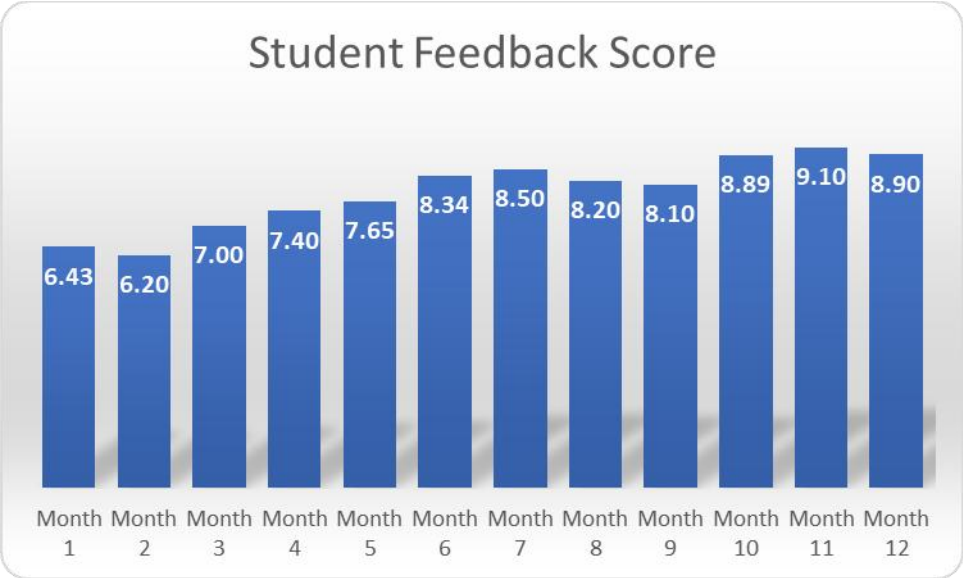
Resource Augmentation:
To address the challenge of resource requirements, NCR Eduservices collaborated closely with the client to identify key areas where additional subject matter experts were needed. We assisted the client in recruiting a diverse team of experienced experts across various academic disciplines. This resource augmentation ensured that the platform had enough qualified experts to handle the increasing volume of student queries effectively.

Subject Specialization:
Recognizing the importance of subject expertise, NCR Eduservices organized the team of subject matter experts into specialized groups based on their fields of knowledge. This strategic approach ensured that each expert handled queries within their specific domain of expertise. It resulted in more accurate and relevant responses, enhancing the quality of academic assistance provided to students across various subjects.

Turnaround time:
NCR Eduservices worked on creating a repository of templates to answer the same type of questions. This helped in reducing the turnaround time of responses to the questions posted by the students. This repository was later integrated in the platform itself with the option to add more templates.

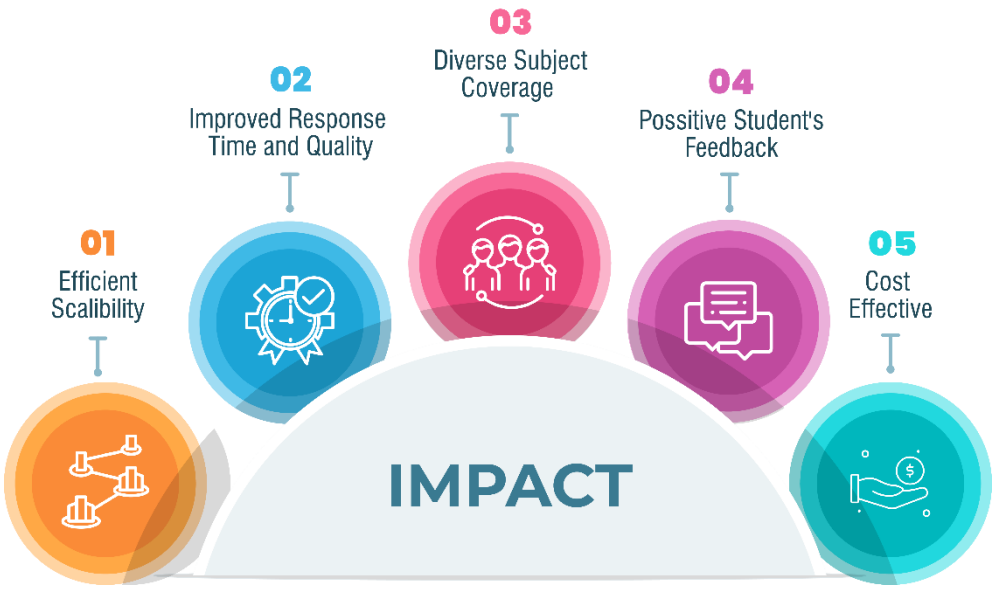


Continuous Training and Quality Assurance:
To maintain consistent quality, NCR Eduservices conducted regular training sessions for the subject matter experts and the support staff. The training focused on platform features, communication skills, and best practices for live support. Additionally, a dedicated team from NCR Eduservices was assigned to monitor responses, provide feedback, and maintain quality standards, ensuring a high level of service at all times. This resulted in increase in the satisfaction score.



RESULTS AND IMPACT

The collaboration between NCR Eduservices and the company yielded significant results and made a positive impact:



Efficient Scalability:
With NCR Eduservices' resource augmentation, the client was able to successfully achieve efficient scalability. The platform was now capable of handling a significantly higher volume of student queries across multiple subjects simultaneously. The optimized support system accommodated the growing user base without compromising on the quality of service.

Improved Response Time and Quality:
The Answer Templates reduced response times, ensuring quicker answers to student queries. The templates later were

integrated in the platform. In result each Subject Matter expert was able to answer the questions in timely and accurately. The improved response time and quality enhanced student satisfaction and engagement with the platform.

Diverse Subject Coverage:
NCR Eduservices' strategic approach to subject specialization allowed the client to effectively cater to a wide range of academic disciplines. Students from different levels of education received expert guidance and support tailored to their specific subjects. The platform's ability to provide comprehensive academic assistance across diverse subjects improved the overall learning experience for students.

Positive Student Feedback:
With the revamped support system and improved response time, students praised the increased responsiveness and the quality of answers they received. The platform observed higher student retention rates and an increase in positive word-of-mouth referrals. Students felt valued and supported in their academic endeavors, leading to a more positive and rewarding learning experience.

Cost-Effectiveness:
NCR Eduservices' collaborative solutions offered a cost-effective approach for the client. By optimizing resources and implementing other quick methods to answer, the client could efficiently scale their services without incurring excessive costs. The cost-effective strategies contributed to the overall success and sustainability of the platform.

CONCLUSION

The collaborative partnership between the Live QnA Client and NCR Eduservices resulted in a successful transformation of the platform's live question and answer support services. Through resource augmentation, finding quicker and efficient way to answer the queries, subject specialization, and continuous training, NCR Eduservices empowered the client to overcome its challenges effectively. The platform achieved improved scalability, response time, and subject coverage, leading to heightened student satisfaction, increased retention, and enhanced educational outcomes. The successful collaboration solidified the client’s position as a leading online educational platform, offering comprehensive academic assistance to students pursuing graduation, post-graduation, and masters-level studies across diverse subjects.

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