NCR EDUSERVICES
Empowering Education Ecosystem Globally

13 YEARS

Case Study

HOW NCR EDUSERVICES ASSISTED A 135-YEAR-OLD COMPANY WORTH 4.5 BILLION IN DELIVERING TUTORIAL & CUSTOMER SUPPORT TO 55,000 STUDENTS



Helping Students To Learn Better By Empowering Global Education Ecosystem

Stanford | Seed Company

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

Title: Empowering Student Learning

A Case Study of Collaboration between a USA Online Tutoring Company and NCR Eduservices

INTRODUCTION

A renowned online tutoring company from the USA recognized the need to provide comprehensive support to their higher-grade students. They sought a partner to assist students with their queries using chat and whiteboard platforms, as well as handle customer support services for potential and existing subscribers and an escalation team to manage account, subscription, and payment-related issues. NCR Eduservices embraced the challenge and collaborated with the online tutoring company to provide teaching assistants for student support during odd hours and a dedicated customer support team. NCR Eduservices ensured adherence to SLAs, met key performance indicators, and maintained high-quality standards through monitoring and evaluation.

CHALLENGES FACED

The online tutoring company from the USA faced several challenges in their quest to provide robust support services for higher-grade students and potential subscribers. These challenges included:



Resource Hiring:
Finding qualified and experienced teaching assistants to support students during odd hours and customer support associates to handle queries and escalations required a comprehensive hiring process to identify the right talent for these roles.

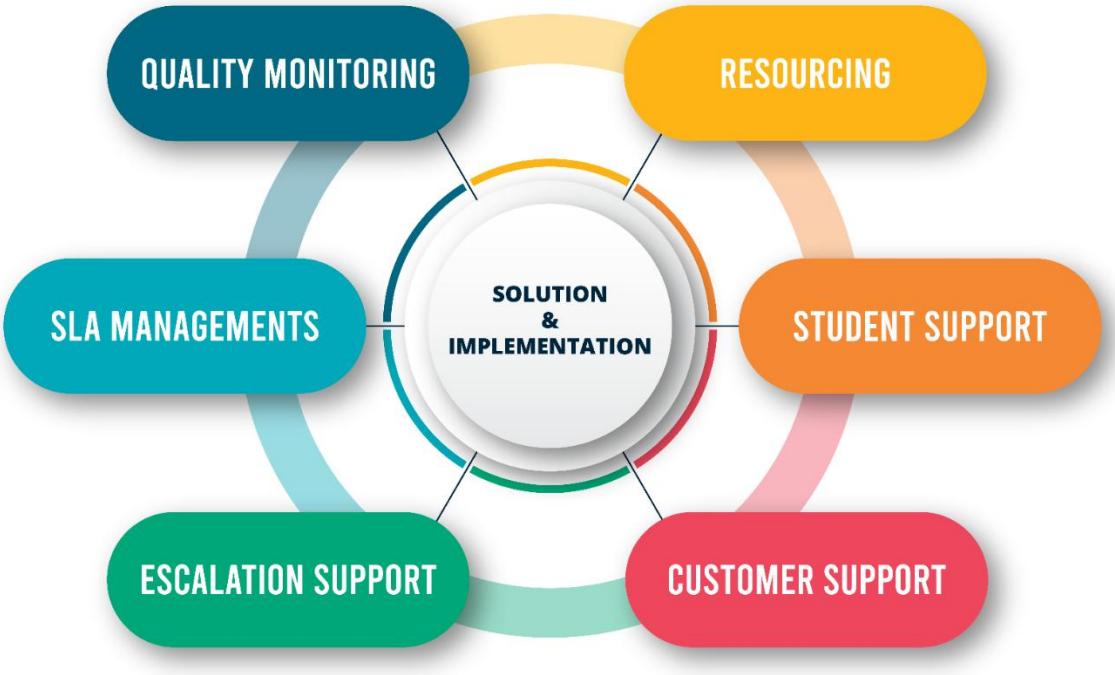
Scalability:
As the online tutoring company aimed to cater to a large student base and potential subscribers, they needed a scalable solution to handle a significant volume of queries and ensure timely resolution.

Service Level Agreements (SLAs):
Meeting SLAs and adhering to performance indicators, such as response and resolution timeframes, was crucial to ensure a satisfactory learning experience and customer support service.

Escalation Management:
Catering the queries of such a large student base, it was a mandatory requirement to handle grievances and to handle such complaints it was necessary to setup an Escalation handling team.

SOLUTION AND IMPLEMENTATION

NCR Eduservices collaborated closely with the online tutoring company to address the challenges and provide effective support services. The following steps were taken:



Resource Hiring:
NCR Eduservices conducted a thorough hiring process to recruit qualified teaching assistants with expertise in the

required subjects and availability during odd hours. Additionally, customer support associates were hired based on their communication skills and ability to handle queries and escalations.

Student Support:
The hired teaching assistants provided prompt and personalized support to higher-grade students during odd hours, utilizing chat and whiteboard platforms. They assisted students with their queries, explained concepts, and provided guidance to ensure a seamless learning experience. This resulted in satisfied learners and an increase in student satisfaction score from **6.5 to 8.8**

Customer Support Services:
NCR Eduservices established a dedicated customer support team to handle queries and provide assistance to potential subscribers. The team was trained to address customer concerns, resolve issues, and provide timely and accurate information about accounts, subscriptions, and payments. The average handle time for a query reduced from **12 hours to 2 hours**.

Escalation Management:
NCR Eduservices established a dedicated Escalation Management team to handle grievances. This team was responsible to address the concerns raised by the students and take necessary actions as required. They were also responsible to keep the student updated with the progress about their complaint.

SLA Management:
NCR Eduservices worked closely with the online tutoring company to define and maintain SLAs. The customer support team and teaching assistants were trained to meet response and resolution timeframes, ensuring efficient service delivery.

Quality Monitoring:
NCR Eduservices implemented a robust quality monitoring system to ensure high-quality support services. Regular evaluation and feedback were provided to teaching assistants and customer support associates to address any performance gaps and maintain consistent service quality.

RESULTS AND IMPACT

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



Enhanced Student Support:
The availability of teaching assistants during odd hours provided students with timely assistance, addressing their queries and helping them overcome academic challenges. This personalized support enhanced the learning experience and contributed to improved academic performance.

Efficient Customer Support:
The dedicated customer support team efficiently handled queries and provided assistance to potential subscribers. Their responsiveness, accurate information, and prompt issue resolution-built customer satisfaction and trust.

SLA Adherence:
NCR Eduservices ensured that all SLAs were met, including response and resolution timeframes. This adherence to performance indicators demonstrated a commitment to delivering timely and efficient support services.

Satisfied Learners and Subscribers:
The collaboration between the online tutoring company and NCR Eduservices resulted in satisfied learners who received comprehensive support and subscribers who experienced reliable customer support. This fostered positive word-of-mouth, leading to increased customer loyalty and potential business growth.

CONCLUSION

The collaboration between the online tutoring company from the USA and NCR Eduservices exemplifies the power of partnership in providing comprehensive support services. By leveraging NCR Eduservices' expertise in hiring, teaching assistant support, and customer support, the online tutoring company successfully addressed the challenges of student query resolution and customer satisfaction. The case study highlights the significance of scalable solutions, adherence to SLAs, and quality monitoring to deliver exceptional support services. The collaboration positively impacted student learning outcomes, customer satisfaction, and overall business growth, showcasing the value of a well-implemented support system in the online education industry.

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