NCR EDUSERVICES
Empowering Education Ecosystem Globally

13 YEARS

Case Study

How NCR Eduservices Supported a USA based global E-tutoring company to manage helpdesk and registration process



Helping Students To Learn Better By Empowering Global Education Ecosystem

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Title: Enhancing Global Tutoring Services

A Collaborative Case Study between NCR Eduservices and USA-based e-Tutoring Company

ABSTRACT

This case study delves into the partnership between a prominent e-Tutoring company based in USA and NCR Eduservices, a leading provider of educational support services. The e-Tutoring company sought assistance from NCR Eduservices to bolster their helpdesk support and registration processes to better serve their K12 students worldwide. This study explores the challenges faced by the e-Tutoring company, the solutions provided by NCR Eduservices, and the outcomes of their collaboration in enhancing the quality and efficiency of their tutoring services.

INTRODUCTION

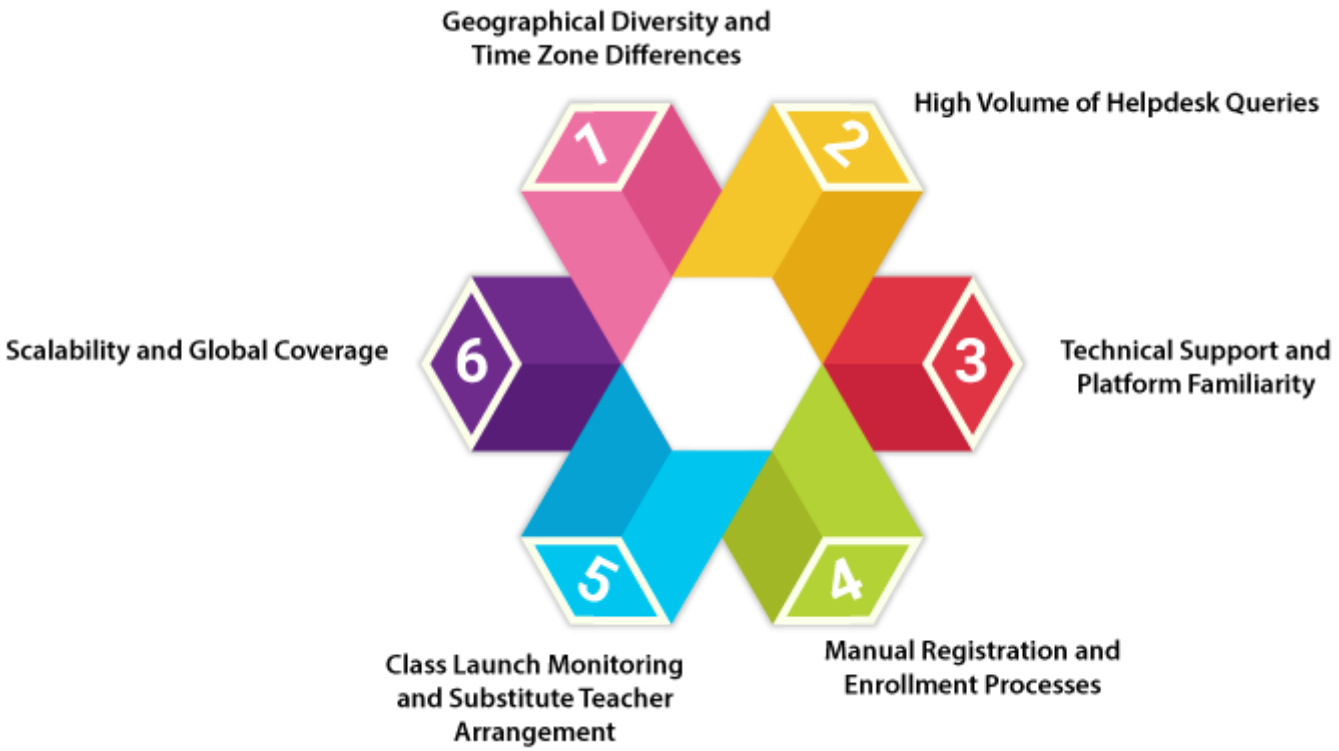
The demand for online tutoring services has witnessed a significant surge in recent years, especially in the wake of the COVID-19 pandemic. With students from diverse geographical locations seeking academic support, e-Tutoring companies are under pressure to deliver seamless services round the clock. This case study sheds light on how a USA-based e-Tutoring company partnered with NCR Eduservices to address their helpdesk support and registration assistant requirements, thereby improving their overall service delivery.

BACKGROUND

The e-Tutoring company, headquartered in the USA, caters to K12 students across the globe. Their online platform facilitates interactive learning sessions, personalized tutoring, and academic support services. However, as their student base expanded globally, they encountered challenges in managing helpdesk queries, technical support, and registration processes efficiently. To streamline these operations and ensure a seamless learning experience for students, the company sought the expertise of NCR Eduservices.

CHALLENGES FACED

The e-Tutoring company faced several challenges, which prompted them to seek assistance from NCR Eduservices.



Geographical Diversity and Time Zone Differences:

- Serving K12 students across the globe means dealing with a diverse range of time zones. This leads to varying peak hours of activity and creates the need for support resources available 24/7.
- The company struggled to provide timely assistance to students and teachers due to the mismatch in working hours. This resulted in delays in resolving queries and technical issues, impacting the overall learning experience.

High Volume of Helpdesk Queries:

- As the student base expanded, the e-Tutoring company faced a surge in helpdesk queries from students and teachers regarding various aspects of the platform, content, assessments, and technical issues.
- The existing team found it challenging to manage the high volume of incoming queries efficiently. This led to longer response times, increased backlog, and reduced customer satisfaction.

Technical Support and Platform Familiarity:

- Providing effective technical support requires a deep understanding of the e-Tutoring platform, as well as familiarity with learning management systems (LMS) like Moodle, Canvas, and others.
- The company lacked resources with hands-on experience in troubleshooting technical issues specific to their platform and integrating with various LMS. This hindered the timely resolution of technical challenges faced by students and teachers during online sessions.

Manual Registration and Enrollment Processes:

- The manual handling of registration tasks, including onboarding new schools, enrolling students, scheduling classes, and sending transcripts, was time-consuming and prone to errors.
- Manual processes led to delays in onboarding new clients and students, resulting in missed opportunities and frustration among stakeholders. Additionally, errors in scheduling and transcript generation could lead to confusion and dissatisfaction among students and parents.

Class Launch Monitoring and Substitute Teacher Arrangement:

- Ensuring the timely launch of online classes and addressing any issues that arise, such as teacher absence, required proactive monitoring and quick resolution.
- Without proper monitoring and follow-up procedures in place, delays or disruptions in class launches could negatively impact students' learning experience and erode trust in the tutoring service.

Scalability and Global Coverage:

- With the company's expansion into new markets and increased demand for their services, scalability became a significant concern.
- The existing team's capacity to handle the growing workload was limited, leading to stretched resources and decreased responsiveness. Additionally, the lack of support coverage across different time zones restricted the company's ability to cater effectively to its global student base.

SOLUTION AND IMPLEMENTATION

NCR Eduservices offered and implemented comprehensive solutions to address the challenges faced by the USA-based e-Tutoring company.

Helpdesk Support Enhancement:

- *Experienced Helpdesk Support Associates:* NCR Eduservices deployed a team of experienced helpdesk support associates proficient in handling queries through the ticketing platform and chat interface. These associates possessed strong communication skills and technical expertise to provide effective assistance to students and teachers.
- *Tier 1 Technical Support:* The helpdesk support team provided Tier 1 technical support to address technical issues faced by users, including troubleshooting on learning management systems (LMS) like Moodle, Canvas, and others. This included resolving login issues, navigation problems, and basic functionality queries.
- *Platform Familiarity:* NCR Eduservices ensured that the helpdesk support associates were well-versed with the e-Tutoring company's platform and LMS applications. This enabled them to provide accurate and timely assistance, improving the overall user experience.
- *Proactive Monitoring and Follow-up:* The helpdesk support team proactively monitored the launch of classes and followed up promptly in case of any issues or delays. They also arranged for substitute teachers if the primary teacher failed to launch the session on time, ensuring uninterrupted learning sessions for students.

Registration Process Optimization:

- *Dedicated Registration Assistants:* NCR Eduservices assigned dedicated registration assistants to streamline the onboarding of new schools and students. These assistants were responsible for completing the enrollment process, scheduling classes on the platform, and managing student records.
- *Automation of Enrollment Processes:* To expedite the registration process, NCR Eduservices implemented automation solutions. This included automated enrollment forms, class scheduling algorithms, and transcript generation tools, reducing manual effort and processing time.
- *Personalized Communication:* The registration assistants were tasked with sending personalized email notifications to students, including progress reports and other relevant information. These automated communications kept students informed about their performance and learning journey, enhancing their engagement with the platform.
- *Quality Assurance:* NCR Eduservices implemented quality assurance measures to ensure the accuracy and completeness of registration data and documentation. This included regular audits and checks to identify and rectify any discrepancies or errors in the enrollment process.

Scalability and Global Coverage:

- *Round-the-Clock Support:* NCR Eduservices provided resources at different hours of the day to cater to the needs of global students across different time zones. This ensured that helpdesk support and registration assistance were available 24/7, improving accessibility and responsiveness for users worldwide.
- *Flexible Resource Allocation:* NCR Eduservices maintained a flexible staffing model, allowing for resource allocation based on demand fluctuations and peak hours of activity. This adaptive approach ensured optimal resource utilization and efficient service delivery, even during periods of high workload.

RESULTS AND IMPACT

The implementation of solutions by NCR Eduservices had several significant results and impacts on the operations and outcomes of the USA-based e-Tutoring company:



Improved Customer Satisfaction:

- The prompt resolution of helpdesk queries and technical issues led to enhanced satisfaction among students and teachers.
- Faster response times and effective problem-solving capabilities contributed to a positive user experience, increasing overall satisfaction levels with the tutoring service.
- As a result, the e-Tutoring company saw improvements in customer retention rates and received positive feedback from users appreciating the quality of support provided.

Efficient Registration Process:

- Automation and optimization of the registration process reduced manual errors and processing time significantly.
- Faster onboarding of new schools and students enabled the e-Tutoring company to expand its client base more rapidly, capturing new market opportunities.
- Streamlined scheduling and transcript generation improved administrative efficiency and accuracy, minimizing delays and discrepancies in student records.

Enhanced Operational Efficiency:

- With dedicated support from NCR Eduservices, the e-Tutoring company experienced smoother operations and reduced administrative burden.
- The outsourcing of helpdesk support and registration assistance allowed the e-Tutoring company's internal team to focus on core activities such as curriculum development and instructional delivery.
- Improved workflow processes and resource allocation strategies increased overall operational efficiency, enabling the company to deliver high-quality tutoring services more effectively.

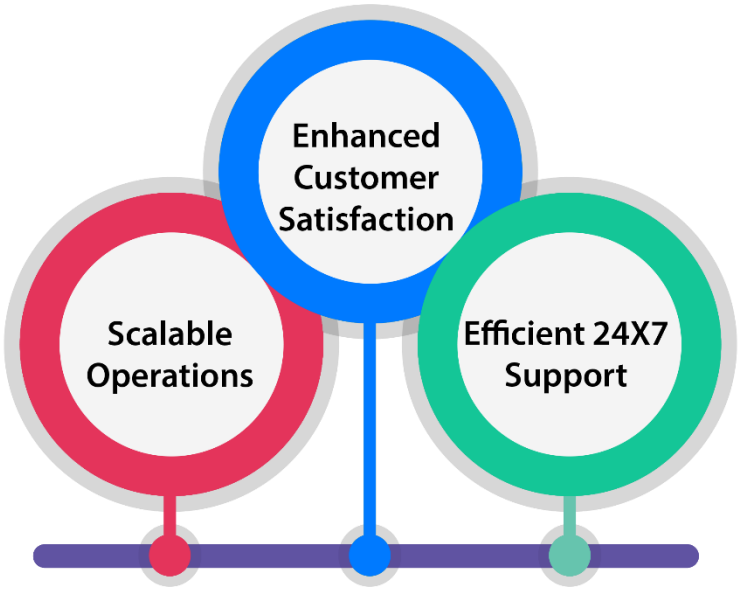
Global Coverage and Scalability:

- By providing resources round the clock, NCR Eduservices enabled the e-Tutoring company to cater to the diverse needs of students across different time zones.
- The flexible staffing model allowed for scalability, ensuring that support resources could be scaled up or down based on demand fluctuations and peak hours of activity.
- Enhanced global coverage expanded the reach of the e-Tutoring company's services, attracting students from various regions and strengthening its position in the online education market.

Business Growth and Competitive Advantage:

- The collaborative partnership with NCR Eduservices positioned the e-Tutoring company for sustained growth and competitiveness in the online education sector.
- By leveraging NCR Eduservices' expertise and resources, the company was able to differentiate itself by offering superior support services and a more seamless learning experience to its customers.
- The positive outcomes and impacts of the collaboration reinforced the e-Tutoring company's reputation as a reliable and customer-centric provider of online tutoring services, attracting new clients and retaining existing ones.

CONCLUSION



The collaboration between the USA-based e-Tutoring company and NCR Eduservices exemplifies the transformative power of strategic partnerships in overcoming operational challenges and driving innovation in the online education sector. Through a concerted effort to address key pain points and enhance service delivery, both organizations have achieved remarkable results and made significant strides towards their shared goal of providing high-quality tutoring services to K12 students worldwide.

By leveraging NCR Eduservices' expertise in helpdesk support and registration assistance, the e-Tutoring company has successfully navigated complex operational landscapes, streamlined processes, and improved the overall efficiency and effectiveness of its tutoring platform. The implementation of comprehensive solutions, including dedicated support resources, automation tools, and quality assurance measures, has yielded tangible benefits, such as improved customer satisfaction, enhanced operational efficiency, and expanded global reach.

Furthermore, the collaborative partnership has not only resolved immediate challenges but also positioned the e-Tutoring company for sustained growth and competitiveness in the dynamic online education market. By differentiating itself through superior support services, streamlined processes, and a more seamless learning experience, the company has strengthened its position as a trusted provider of online tutoring services, attracting new schools and retaining existing ones.

As the demand for online education continues to rise, strategic collaborations like this one will play an increasingly vital role in driving innovation and excellence in the sector. By harnessing the collective expertise and resources of external partners, educational organizations can overcome barriers, seize opportunities, and deliver transformative learning experiences to students around the globe.

In conclusion, the partnership between the USA-based e-Tutoring company and NCR Eduservices serves as a testament to the power of collaboration in advancing the goals of educational excellence and accessibility. As both organizations continue to innovate and evolve, they stand poised to shape the future of online education and make a meaningful impact on the lives of learners everywhere.

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