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# final project

*by* Vaishali Sharma

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# Business Development : Sales

A Internship Report

Submitted in Partial Fulfilment of

the

Requirements for Award of the Degree of

Bachelor of Technology

*VAISHALI SHARMA*

Roll No: 161216

*under the supervision of*

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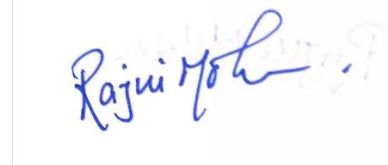
DEPARTMENT OF COMPUTER SCIENCE

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY

WAKNAGHAT, HIMACHAL PRADESH, INDIA

## REPORT Evaluation

This is to certify that VAISHALI SHARMA (Enrolment Numbers 161216) has successfully defended the Report entitled Business Development : sales on 25/05 /2020.

A handwritten signature in blue ink, appearing to read "Rajni Moh.", is written over a faint, rectangular stamp or watermark.

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## Declaration

I hereby declare that except where specific reference is made to the work of others, the contents of this report are original and have not been submitted in whole or in part for consideration for any other degree or qualification in this, or any other university. This report is my work and does not contain any outcome of work done in collaboration with others, except as specified in the text and Acknowledgements.



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y, Wagnaghat

25/05/2020

## **Acknowledgement**

I would like to thank my parents at the first place for supporting me in every step of my life and guiding me in my such important phase. My father, my biggest inspiration in dealing with pressure and responsibilities.

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Last but not the least, I would like to thank LiDO Learning for this opportunity. Mr. Arya Anand (Training Manager), Mr. Shubham Pal (Manager), Mr. Shubhain Sharma (Sr. Manager), Palak Gupta (Team lead), Sakshain Kaushik (Team Partner) and Rishabh Arora (Director). This journey couldn't have been possible without these people.

My thanks to all my friends and people for inspiring me during the journey of my life.



## Abstract

This report is a combination of two projects accomplished while working with LiDU learning. The first project was the SaTesforce: Operations and Development, the problem with the then current saTesforce for LiDU was it had a delay in punching of order as the BDA cannot punch it on the go, or at the cx's *place*. Subjects, Timings, Language, Payment, approval of such things was not real time. The proposed method was to add everything in the lead itself and after converting it to opportunity add the purchased product and get it approved real time which reduced the chances of flipping no over the cx will be satisfied as everything is happening exactly upfront. This project was completed before the COVID-19. Now, starts the pandemic and brainstorming for how to deal with this. Here, we came up with our new project Plutus: Live classes. Now, we have to come up with a video call platform through which the BDA's can take the sessions and try to convert them into sales. But for that the cx need to have a look at the product hands on first. The platform has to be a replica of the current platform through which the students study but with the content which can be used by the sales team for conversion. So, we developed the project in multiple parts, mainly as presentation, whiteboard, discussion mode. This was the base of the project. The main part was the content inside the presentation part. This need to have the data which the cx looks for and BDA's uses for the interaction. The final product has all the major components which are essential for a BDA and cx to have a smooth video call and moreover the details about LiDU and its courses.

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## 1. Introduction

### 1.1 About LiDO

LiDO learning is a start-up that is online learning which takes place over the Internet. It is also known as "e-learning". Online learning is just one type of "distance learning" - the umbrella notion for any learning which takes place across distance and not in any kind of traditional classroom.

LiDO learning is different from other e-learning apps because we provide some specific features which are not provided by other e-learning apps such as:-

- 1- Online Tuition- We provide a class of one hour and fifteen minutes which has a minimum batch size of three to six students so there is a higher scope of learning.
- 2- Question bank- We have a question bank of 25000+ questions which is again divided into 3 different types such as easy, medium and hard and then we have high order thinking skills (HOTS) question.
- 3- Referral videos- If the student is not able to ask questions in the class or have a doubt later that can be resolved by the top selected videos by the head department which is working to provide quality education.
- 4- Daily result- We work to provide a transparent result to the parents so it is easy for the parents to know where exactly the child is standing in the class. We are working on all these features to make our organization the best online tuition provider worldwide.

# Edtech Startups

To Look Out For In 2020

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## Lido Learning

FOUNDED IN  
**2019**

FOUNDERS  
**Sahil Sheth**

FUNDING  
**\$3 Mn**

OVERVIEW  
*Online tutorials in maths and science for students from Class V to IX*

HEADQUARTERS  
**Mumbai**

INVESTORS  
*Ronnie Screwvala, Ananth Narayanan, Arihant Patni  
Anupam Mittal, Alex Samwer  
Vikrampati Singhania*

The most recent edtech organisation founded in 2019 is Lido Learning, which allows students to attend live online classes remotely while allowing superior learning outcomes by leveraging tech, data analytics, and digital content to provide the students with the best learning experience.

Currently, Lido is offering three subjects (maths, english and science) with different course duration options. At present, the platform has on-boarded 3,400 trial customers since its sales operations commenced in June 2019.

Lido has established its offices in Mumbai, Bangalore, Delhi NCR as well as Tier 2 cities of Uttar Pradesh and Punjab regions. In the coming months, the company is planning to start operations in Madhya Pradesh, Rajasthan, Gujarat, Telangana and Tamil Nadu regions.

The Founder and CEO of this organization - Sahil Sheth said, "our organisation see a huge potential in improving language skills of various students and are therefore launching a state of the English learning programs. Lido will also be doubling down on expanding our customer base across ICSE and CBSE for math, English and science as we expand to 10+ states in India and expanding to the younger grades (3rd and 4th classes)."

## CoMnaNY oVeRview

### KEY FACTS

- Startup Idea by CEO Sahil Sheth, 2019
- "260 Mn children, 260 in classrooms"
- 1000+ employees
- 5 Locations in 5 cities
- 3000+ happy clients

### FINANCIALS

2019 Q3	2019 Q4	2020 Q1
---------	---------	---------

INR 10,7 M      INR 40,2 M      INR 100 M

Avg. revenue per  
month per employee  
INR 1,17,703



Avg occupancy at  
institutes

The first model of the biggest value propositions of Lido Learning is that it offers live tutorials with personalised attention for each student, and the teacher-student ratio is 1:6. The average size of student batches in India is 45 students which means that every student does not receive the personalised attention by the teacher that they need when it comes to doubt-clearance, coaching and mentoring of the child. Lido's small batch size makes sure that every student has a teacher as part of an immediate support and approach. Every student is unique in its own way and every student has different strengths and weaknesses in various educational fields. Even with extra tuition classes, the main problem remains the same — teachers demonstrate how to solve problems and solve homework problems and make assignments that

are almost similar for students across different batches, without offering personalized practice questions for the students. Lido's platform keeps a track on students' performance from the beginning to the end of course by personalising their learning journey so that they can focus on their weak areas. The existing e-learning apps and platforms try to fix the existing problems in the education industry, nobody focuses on offering a complete solution that includes doubt-clearance and personalised attention to every child.

## 1.2 Background Research

We have around 8 huge companies which are focusing on e-learning such as BYJU'S, MERITNATION, EXTRAMARKS, VEDANTU, etc, we are aware of the fact that Lido is a start-up which is funded by a German company of three million dollars and exceeding, and we are basically focusing on all the loopholes that our competitors have by fixing them and provide our customers a better experience than our competitors.

Digital descriptions of the project are providing cultural heritage encompass many components. These comprehend a minimum of matter cataloguing info further in concern or additional digital learning. Access to the present info is established by the suggests that of data records, which offer not solely info regarding the item delineate. LIDO provides an XML based mostly schema for these forms of info and is a standard ground for sharing data. It permits internet portals to integrate info from completely different organizations in a very standardized format. Here with it simplifies the dissemination of information. the recreational facility is employed e.g. by the German Digital Library, Europeana and also the Yale Centre for British Art at university. Organizations making digital records ok use their formats for storing info in their collections. This makes sharing their knowledge difficult: Websites like Europeana that mix info from completely different sources and supply them on one platform face the challenge of group action heterogeneous knowledge formats. The net portal owner should write a crossing for every external data format that is each expensive and long. As a result, knowledge may not get the exposure it may since the net portal may not have the resources to form and maintain the

crosswalks. To avoid this case international specialists developed a recreational facility as a harvest commonplace.



11  
7  
Ltd. it is a Bangalore based educational technology organisation which was founded in 2011 by BYJU – The Learning App fication registered under the brand name for Think and Learn Private

lion  
Byju Raveendra at Bangalore. In March 2019, BYJU became the world's most valued educa tional gtechnology organisation at \$5.4 billion. The company is valuing at \$8 bil  
**Products and Services BYJU Offers –**  
this year. The brand ambassador for BYJU is ShahRukh Khan.

4  
BYJU'S runs on a premium model. The main product that this organization offers is a mobile application named BYJU-The Learning App which was launched in August 2015. This application provide ucatonal content to school kids from 1st to 12" standard. The organization is also offering courses to studgts for various entrance level examinations In India such as IIT-JEE, NEET, CAT and also for international examinations such as GRE and GMAT.

The company's basic target is mathematics and science, where each and every concept is explained using 15-30 minute animation videos. BYJU is currently having 33 million+ users overall nation, 2.2 million subscribers paying annually and 85% is the annual retention rate. The application provides content to the individual student's according to their learning speed and style. BYJU has launched its application in regional Indian languages.

The company has also launched an International version of the application for English-speaking students in various other countries .

**VEDANTU** — It was established in the year 2011, under the brand name Bangalore-based Vedantu Innovations Pvt. Ltd. It is an online tutoring platform which was launched in October 2014. The organization is headed by Vamsi Krishna , Pulkit Jai Saurabh Saxena and Anand Prakash. Vedantu is the second venture of these four people after Lakshya, a test preparation coaching organisation. Lakshya was acquired by a public listed company, MT Educare in the 2012.

### **Products and Services VEDANTU Offers -**

Vedantu is providing online classes where teachers are providing school tuTions to students over the internet, using a real-time virtual classrooms, a technology build for home learning (built in-house). Vedantu is providing an atmosphere, where students can browse, explore, choose to learn from an online teacher of their own choice. It is providing the services to students of 4th to 12th standard for Indian Certificate of Secondary Education (ICSE), Central Board of Secondary Education (CBSE) curriculum over India. Right now, the organization is trying to provide live online tuition for various subjects like science (Physics, Chemistry, Biology), English, Mathematics, Hindi, and various other foreign languages. Vedantu is also trying to provide classes for IIT's Joint Entrance Examination (JEE), NTSE exams and PSA exams. Vedantu is also providing classes for International Mathematics Olympiad and National Science Olympiad.



CUEMATH — This organization is under the brand name Cuelearn Pvt. Ltd. or most commonly known as Cuemath, it is a Bengaluru-based edtech company which has caught attention on a huge scale from students all over India and attracted many investors from all over the globe. This organization was founded in the year 2013 by Manan Khurma at Delhi. Cuemath has been provided funding from a series B round of funding of \$15 million from Sequoia Capital and CapitalG in the year 2017. By 2016, Cuemath had raised \$4 million in series A funding from Sequoia Capital and Unitus Seed Fund. Cuemath has already started operations in major cities of the country. By 2018, the company has expanded to a team of more than 3,000 faculty and 20,000 Students learning from Cuemath .

#### Products and Services CUEMATH Offers —

Cuemath products include physical worksheets, quizzes, and other tablet-based content and it focuses on students from lower kindergarten school to 8<sup>th</sup> standard. Their system works on a micro-franchise model, where tutors are primarily educated women who are housewives but are searching for job opportunities to employ their skills. Teachers are provided with special training and are trained to teach children in the given age-group.

**EXTRAMARKS** — Extramarks is another educational technology company, with a global existence. The company is well established in India, South Africa, Indonesia and the Middle East. Extramarks has brought revolution in education system, creating learning solutions for the 21st century student.

**Products and Services EXTRAMARKS Offers —**

The product that this organization is providing is wide range! From pre-school students, to class 12 students, extending up to higher studies and competitive examination. The organisation is also challenging the coaching institutes through the Extramarks Smart Coaching Centres, located in 17 cities with 23 centres. The Extramarks coaching centres provide coaching for IIT- JEE, NEET, through latest classroom technology and India's best teachers. Their student exceed 6 million in count and the student can spend an average of 97 minutes per day on extramarks platform.

TOPPR — [www.toppr.com](http://www.toppr.com) is an online portal, which is owned by Toppr Technologies Private Limited, it is a private limited company established in India, for providing education in addition to preparation of entrance examinations of engineering colleges and institutions in India through their digital educational modules.

**Products and Services TOPPR Offers —**

Their Website and Application is an online environment which allows students to gain access to study material that help them prepare for various subjects such as science and mathematics. The students can enroll themselves online and then gain access to the syllabus, questions bank, etc. After paying the money for the Study Material, the Study Materials gets unlocked based on the amount paid. The students can make an annual enrollment for the Study Material from the platform.

The organization is not responsible for any loss or damage caused to tablet or by other hardware. The organization is also not responsible for any issues of software and including loss of data or defect in the processing speed, as a result of their use of our Products and Services.

The customer must specify the address to which the delivery of the tablet has to be made at the time of purchase of the Service and the Product. Tablet of the organization is delivered directly to the address as specified by the customer at the point of purchase, change in the address after the order is placed is not possible. Any issues with the name or address will result in non-delivery of the tablet, and the organization is not responsible for any loss suffered by the customer. The customer has to acknowledge and agree on the fact that the organization is not the manufacturer of any tablet or any hardware that is provided to the customer by the organisation, and therefore, any defect or damage to any Product shall be informed to the manufacturer. The organization is not responsible for any damage or defect to the tablet. The organisation does not provide any guarantee or warranty regarding the Product, including any tablet or any hardware.

Once an order is placed, and the Product is delivered to the customer's address, no refund or return request shall be accepted by the organisation or any of the manufacturers. For the policy of returning the Product that is damaged contact the organization person of contact or manager.

**METHODS PART 2**

## K-12 STANDARDS IN INDIA

ICSE	Local syndicate of University of Cambridge	Greater emphasis laid on subjects like English language for students to do well in exams like TOEFL.	Customization courses offered like: Computer science, Bio science, commerce etc.	Strictly English	ICSE results are accepted across the globe in almost all foreign schools and universities
CBSE	Main board of India	Compact with fewer well-organized subjects	Does not give the students academic luxuries	Hindi/English	CBSE marks are accepted in all universities/colleges in India
Parameters	Origin	Structure	Flexibility	Medium of teaching	Score acceptability

Made with VISAGE

### Difference between CBSE and ICSE Board

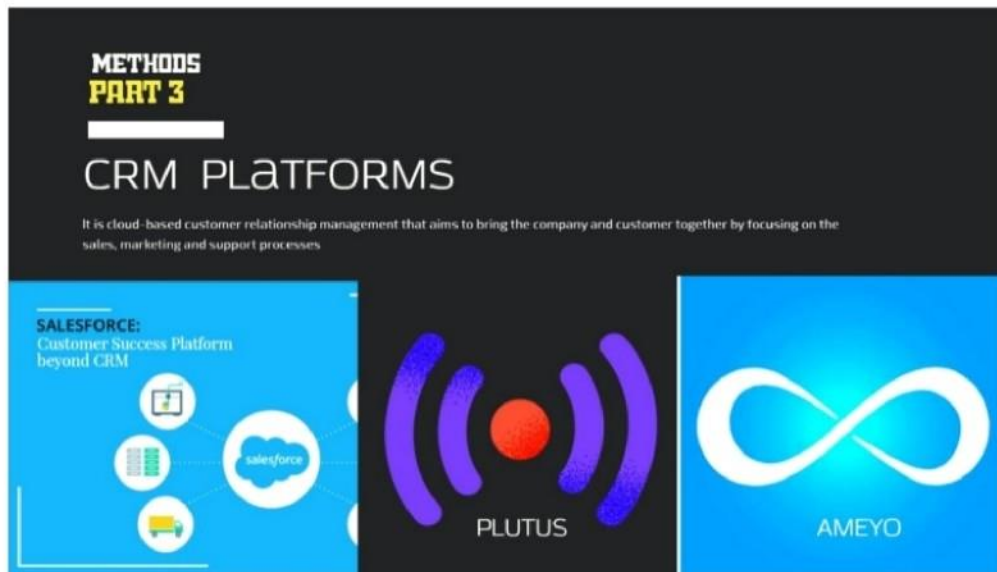
- CBSE Central Board Of Secondary Education affiliated schools provide education to students in Hindi as well as English medium. Whereas in ICSE Indian Certificate for Secondary Education Board, English is the only medium to study with.
- In the CBSE system, a student in the Higher Secondary has to prepare 6 subjects for final examination. On the other hand, ICSE board has more subjects than that.
- School fees and Tuition fees is more in ICSE schools as compared to CBSE.
- Books used in CBSE are either published by NCERT or any other private publisher. Whereas, in ICSE the council prescribes books for language and the school decides which books should be included in the curriculum.
- CBSE schools don't give home work to students till the 2<sup>nd</sup> standard. And ICSE Board till 5<sup>th</sup> standard.

Note

- In CBSE, Hindi & English is compulsory from I to 8<sup>th</sup> standard.
- In ICSE, ONLY English is compulsory from I to 10<sup>th</sup> standard.
- It is believed that ICSE has a much vaster syllabus as compared to CBSE.
- Class strength of CBSE school should be 40 students per class and 45 in ICSE.

CBSE schools pay more attention on extra-curricular activities as they have less subjects to cover during the school timings. This however is not possible in ICSE schools as they have more subjects to cover.

## 2. Work



### 2.1 Problem Statement

#### 2.2.1 Salesforce

In the current set-up the sales team goes for home conduction after booking an appointment for a specific "day and time". The sale is made offline and the sale entry is done 3- 5 days after the sale is made.

Delay in sale being punched by 3-4 days, which leads to subsequent steps getting delayed:

Batching

Tab delivery

Loan Processing (Activation and Disbursement)

Poor Customer experience because of service delivery issues. This leads to refund requests generated for 30% cases

Wrong information entered - example wrong batch time option, wrong course selection, etc.

High learning curve and problems with the current flow are the major reasons for the above stated problems.

In order to solve this problem, we need a step by step flow with an intuitive interface to have a good order taking experience and on the spot booking, which will help in reducing the 1st class TAT by 40%.

As the majority of the users are using Tablets, the flow needs to be built to be Primary for tablets. If possible it should be viable on phone or laptop. Plus potentially a PWA/TWA.

#### 1. Plutus

In the pandemic we have to come up with a new platform through which the sales team can work on sales easily, and the customers go through the platform in the initial stage. We have to come up with a video conference platform which can be used for the conduction process and moreover the cx is shown the full platform in which the child would actually be attending the classes. We had the online class portal, but we don't had it for public use i.e. it was only for registered users. We had to come up with a platform which can be used by sales team for conductions. Properties it should had, white board, presentation screen, Video Screen, and a lot more important things.

- Proposed Solution

#### 1. Salesforce

Show the list of tasks to be worked on by the BDA. In V1 the tasks are only going to home conduction scheduled as per Date and Time of the day.

Each task should have a visibility of the date and time of the scheduled visit. When the user initiates the task, we will record the following information to be treated as the check-in time:

G User Id

G Lead Id / Account Id G

Timestamp

0 Locati on

In the beginning of the task, the following pre-filled details about the child are to be shown to the BDA. The idea of this information is to have the information about the lead to have a better understanding of the case and lead the discussion accordingly:

G Source of Lead G

Father's Name

G Father's Occupation G

Mother's Name

G Mother's Occupation

0 Tuition Status - Yes/No G

0 Olympiads given, if any G

Future Ambitions

G Add ress

G Registered Mobile Number,

G Alternate Mobile Number

0 Additional Notes & Comments

Once the BDA goes through this information, the next step is to start taking the order. The order taking has the following steps:



1. Student Details: The order starts with filling the details about the student. Some of the details will be prefilled with a n edit option to update the details. It could be possible that there's more than one student whose details are there. In that case there will be an option to select one student and add the details from there.

A. Student Details:

- First Name + Last Name
- School
- Board - CBSE, ICSE
- Class = 8th Standard

All the above mentioned details are mandatory, failing to select any the BDA cannot move to the next step. Inline errors will be shown if the details are not entered.

B. The school marks for the subjects that we offer are to be entered along with the class.

- Eg: Maths Marks, Semester: 8th Midterm Exams.
- There will be an option to add images of the school marksheets

2. Subject Selection:

A. The subject selection will be allowed for all the courses with preference given to relevant subjects. Eg: if the student is from 8th standard and CBSE board, CBSE will be the 1st selection/option with an option to switch to ICSE board. Each course will have an individual List Price with a discount.

I. Bundled purchase will have more discount than an individual product purchase. The same visibility is to be provided in the app so that the products can be promoted accordingly.

- Multiple courses will have more discount than individual courses and is to be promoted
- Multiyear course - Example "Math 6th + Math 7th" will have more discount than Single course

\*At Least 1 course should be added to the cart here before the user can move to the next step.

\* "If the courses are selected from the course/standard other than the relevant courses, the selection should be highlighted with a tag in the cart in order to confirm that courses selected are not wrong. Cases here are:

- - ICSE course selected for CBSE student
- - 1 class skipped - E.g.: Student is in Class 8, and courses are selected only for class 9 or above.

3. Batch Selection: Selection of language (Hinglish/English) for each of the courses and batching needs to be done for the courses which are eligible for immediate batching. Immediate batching is for classes which are scheduled in this year of study.

- All Batches Available: The user can choose any of the available batches.
- No Batch Available: Option to be displayed for customer to choose preferred time slots on the basis of which batching will be done later on "3-5 days"
- Partially Available:

I. E.g.: Math batches: 3:30 pm (available), 4:30 pm (unavailable), 7:00 pm

(available)

- The user can either select the available batches or raise a request for the batch which will be allocated later on.

- If an unavailable batch is chosen, the message will be shown that the batch allocation may take 3-5 days. The idea is to discourage choosing the batches which are not immediately available.

4. Tab Selection: There will be 3 options to select the Tablet:

- On the spot This should be our 1st preferred option. So it needs to be displayed in the UI accordingly. This option will be disabled if the BDA doesn't have any

Tablets allocated to them. If Tab on the spot is selected,

- There will be list of Tablets of which the user can select the model and serial number:

- Tech check to be conducted with the sim of the BDA for network . Hardware check would have been done earlier and only the ones which pass the test will be sent to the customer.

- Deliver Later - Tech check to be conducted for the network.

- No Tab - Ensure that Tech check happens on the spot on customer's device.

Tech Check Status: Tech check code to be entered here in a separate field in each of the options selected. If the check is successful (Network for case a & b, complete check for case 3), then only the user can move to next step, else show the error: "Test check failed for network/sound/video".

There should be an option to go to the next step or add details of the 2<sup>ND</sup> student.

- If student 2 was already there, there should be an option to select the student or add a new student
- A fresh form should open up with step 1 (Student Details) if there are no student details. There could be a new mobile number and address for this student. There should be an indicator to show this is nth student.

\*\* Here the cart will have additional discount applied for 2 children as per the pricing.

S. Confirm Course start Date and option to delay start date:

- Show student wise course start date for as per the next class scheduled for the batches for which classes are starting this year.
  - There should be an option to move the start date to a further date as per the class schedule (Eg: If classes start on Monday and the schedule is M,W,F - the 1st class start option to be the re to select the dates accordingly. The trial period will commence as per the start date selected for each course.
  - For Tab delivery, the next class scheduled after I+3 days, considering tab delivery TAT as 3 days.
    - There should be an option to start trial before or after that.
- If the batching is to be done for any course, show the message that the student is unbatched and the classes will start after the batching is complete.

Batching TAT to be communicated as 3-5 days.

\*\* Also show the duration of the course for all the courses ( Math 6, Sept 2019 to March 2020,

Math 7, April 2020 to March 2021 ). Here the month will be the 1st day of the batch for that

month. If batching not done, show start month as per the month of the next class date for any batch

6. Financing Option selection: There will be 2 options for financing:

- Lump sum payment - Amount to be paid to be shown here.
- No Cost EMI: There could be multiple EMI provide selection at this step. The

down payment amount to be displayed on the basis of which all EMI providers are selected.

These amounts will be predefined as per the EMI logics. The amount of loan added against EMI provider will determine the total down payment that needs to be collected.

- E.g.: Total order value is Rs. 90,000.
  - If Bajaj is chosen, then the EMI = 7,000 for 10 months, DP = 20000
  - If Zest + Bajaj chosen, then DP = 30,000; Zest EMI = Rs. 4000 for

10 months, Bajaj EMI = Rs. 2,000 for 10 months

- Field to enter the Loan application number and amount approved

against each of the selected EMI options.

7. Payment Modes selection: Payment modes to be selected for lump sum/down payment amount.

- Cheque option to be disabled/not shown if the own payment if financing option is EMI
- There could be multiple payment options. If multiple options are selected, then the split for each option is to be put. The sum of all amounts should be = amount to be paid upfront. If the sum <> the amount to be paid upfront, an error message is to be displayed if the user tries to move to the next step.

## 8. Order Summary:

- At this step, the order summary should be displayed in the sales app with a field to add OTP.
  - The BDA should be able to edit the cart: board, courses, batch (If any of the batching related things are updated, the student has to be unbatched from existing courses and batching needs to be done again), Tab option. If any of the above mentioned details are edited, the user should go back to the step where any of the details are edited., (this will be helpful when the customer finds some issue in the order and wants them to be rectified)
- The confirmation summary is to be sent to the Registered mobile number of the customer with the order summary and the OTP at the end of the summary. They can act on the following:
  - Reject
  - Approve and Share OTP
- Confirmation/Order summary details:
  - Name of the student
  - Courses bought (CBSE + 10th class maths) +Hinglish
    1. Batch timings for the 1st year
    2. Batch start and end date for all courses
    3. Tablet on the spot/ Tab delivery
      1. Tab Delivery date

## 2. Sim Card (Jio + Recharge duration)

- Total price and amount (with discount)
- Amount paid (Lump Sum OR Down payment)
- EMI
- EMI due date
- EMI partner

\*\* Cancellation and rescheduling can be done at any time in the order booking journey.

9. Approval & Payment Collection: For online payment, the payment link is to be generated and sent to the customer's Registered Mobile Number for verification..

- Payment status to be displayed on the sales product:
  - Unattempted/Failed : Please make the payment
  - Pending: Awaiting Bank Response
  - Paid : Congratulations, order successfully placed
- For Cash payment: Congratulations, order successfully placed, collect Rs. 2,000  
Cash
- For online + offline: Congratulations, order successfully placed, received Rs. 5000, collect Cheque of Rs. 2,000.

\*\* Timestamp to be logged for this step. To see the difference in time between sale done and sale complete marked

10. Complete Sale - This will be considered as the time at which the user completes the task. We will record the following information to be treated as the check-out time:

- User Id

- Lead Id/Account Id
- Disposition rubric
- Timestamp
- Location

\*\* Cart should be shown at every step after course selection for BDA to have visibility of the order details.

Cart Updation: Following information will be there in the cart:

- a. Product (If deletion update attempted, the cart has to be created again)
- b. List Price - can't be edited
- c. Discount applied - can't be edited
- d. Final Price - can't be edited
- e. Batch details for the course - Language, timing - can't be edited
- f. Multiple children (th complete child, if removed - there courses and discount

get removed)

Fallback for order placement failure :

G There will be a real time alert with the details of the sale for the sales ops team to enter the details of the sale in salesforce.



STU DENT INFORMATION

NAME: SCHOOL:

BOARD:

CLASS:

MARKS:

SCIENCE

MATHS:

?ADDSUBJECT

EXT

N
---

FIGURE 2.1 OPPORTUNITY PAGE

SELECT SUBJECTS

MATHS		SCIENCE		ENGLISH
CSBE	ICSE	CSBE	ICSE	
PRICE:	PRICE:	PRICE:	PRICE:	PRICE:

CART:

MATHS:

SCIENCE:

TOTAL PRICE:

NEXT

FIGURE 2.2 SUBJECT PAGE

SELECT BATCHES

ENGLISH	HING LISH
---------	-----------

SCIENCE CBSE 8<sup>TH</sup> CLASS

5:00
6:30
8:00
9:15

MATHS CBSE 8<sup>A</sup> CLASS

5:00	
6:30	
8:00	
9:15	
ENGLISH	HINGLISH

NEXT

FIGURE 2.3 BATCHING PAGE

Do you want a tablet?

- Tab on theSpot
- Tab to bedelivered
- No Tab

NEXT

FIGURE 2.4 HARDWARE PAGE

Class start date for

Science

Maths

NEXT

NEXT

FIGURE 2.5 START DATE

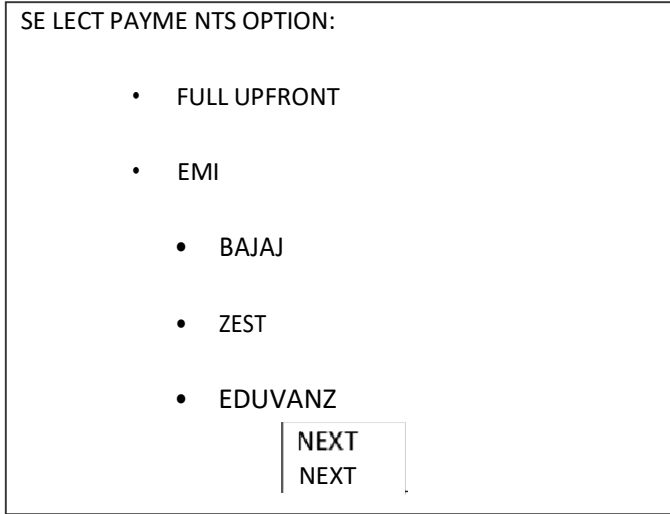


FIGURE 2.6 EMI OPTIONS

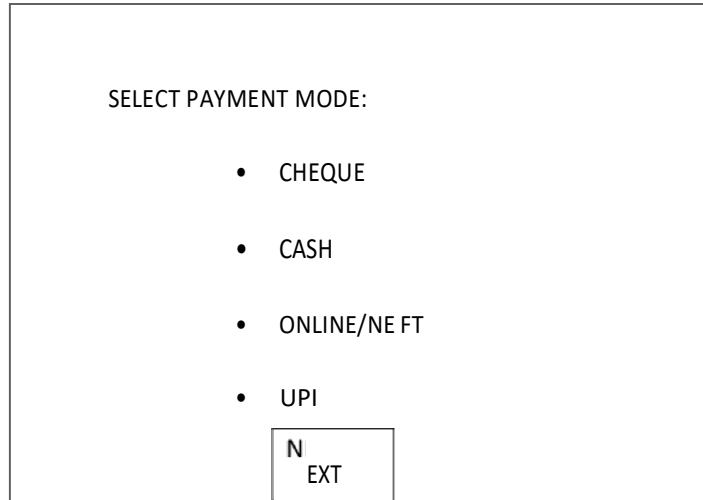


FIGURE 2.7 PAYMENT SCREEN

## 2.2.2 Plutus

Starting of with the salesforce, the lead that has been booked for video call session has to be converted into opportunity in the first stage itself. As the opportunity get reflected in salesforce, the plutus platform gets the update for video call session. This is how the plutus is linked with the salesforce. Now, how plutus works:

The appointment: The appointment gets reflected in the plutus home screen, as soon as you click on the cx name you get a pop up for start appointment. Now, as soon as you click on start appointment, the session gets scheduled to start in the next 15 minutes. You will be given a link for that, through which the cx can join.

CX\*s end: The cx will receive a link given by the BDA to join the session. After clicking on the link, it would ask for login, and enter your registered number. This number is the one mentioned on the salesforce, which will approve the authenticity of the session. If the number matches, you will receive an OTP, through which you can proceed. Now, it will redirect the cx to plutus, here the cx's has to enter child's basic details, and then click on join session. The cx has joined the VC session.

BDA\*s end: After BDA send the link to the cx, and the cx join the session, now, the screen has three options:

3. Presentation: On the starting it has "Welcome To LiDO" for greetings. Now the BDA has to option to change the Presentation screen by clicking on "home" on the same slide. It comes-up with 6 options:

3.1.1 About the cx: which will have basic question for the cx to start the conversation.

- 3.1.2 Marks in "RACE TO SPACE" Olympiad.: This will display child results.
  - 3.1.3 About LiDO: It has the introvideo.
  - 3.1.4 Child Qualifies: This section is used at the end of the session to tell the child's results in this VC session, and wheather he is eligible for one week trial or not.
  - 3.1.5 Trial Period: Will show details of one week trials classes.
  - 3.1.6 Price Details: The prici ng of LiDOclasses.
3. WhiteBoard: This tab will have a white board whichh will be used by BDA to write and ask question with the child. It can only be used by the BDA, as child is not compatible with the process with how to w rite with mouse/trackpad.
3. Discussion: This tab will have the full video of both the cx and bda on screen for the final discussion about the continuation of classes.

After the session: After the session, if the parents wants to enroll the child for the classes the, through salesforce the BDA will punch the order in a regular manner and proceed.

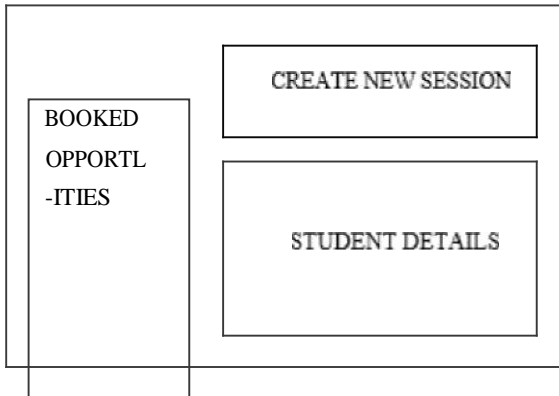


FIG URE 2.5 PLUT US MAIN SC REEN

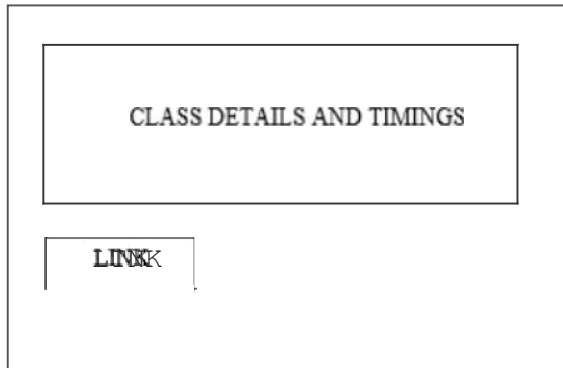


FIG URE 2.9 START SCREEN

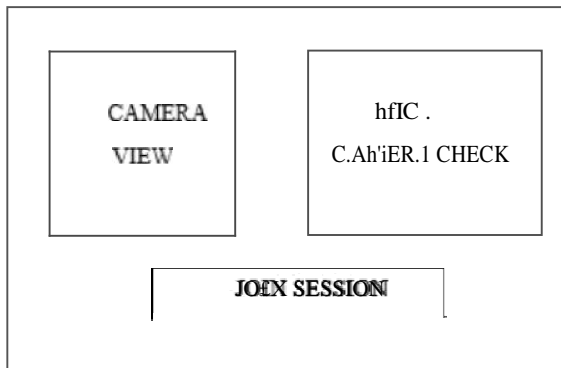


FIG URE 2.10 AUDIO V IDEO SCREEN



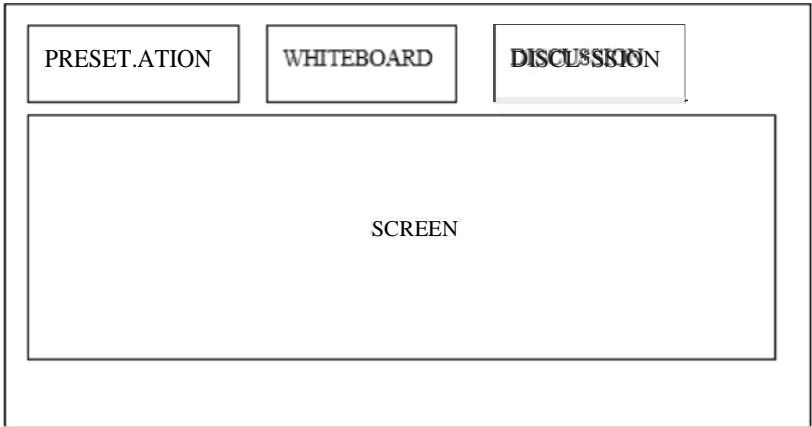


FIG URE 2.1 I VC SCREEN

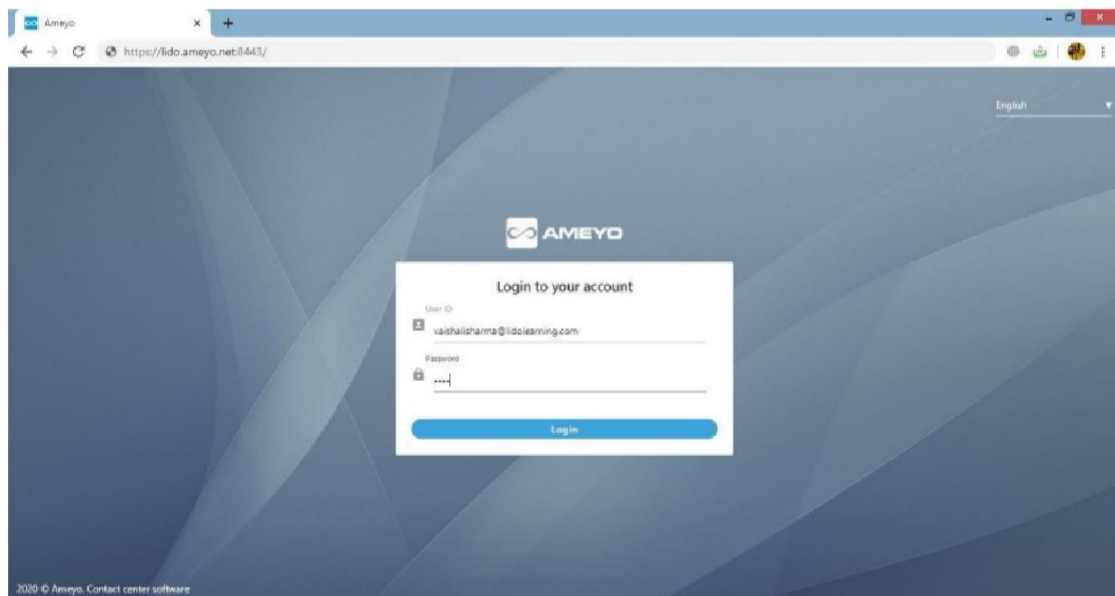
### 2.2.3 Ameyo

Ameyo offers a solution that is scalable, convenient to use, agent friendly but still affordable.

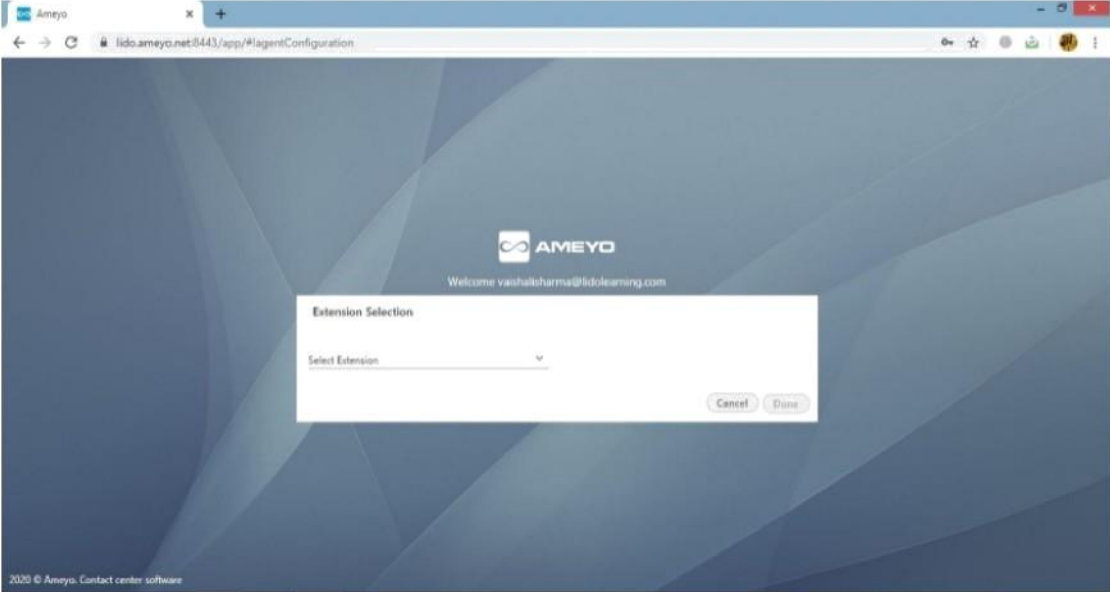
Ameyo provides platform to build solution for all the customer problems. It offers a robust Contact Center Solution. The solution allows all organizations to manage their interactions with customer along with getting rid of the spoiled operations and management of the workforce.

Step 1:

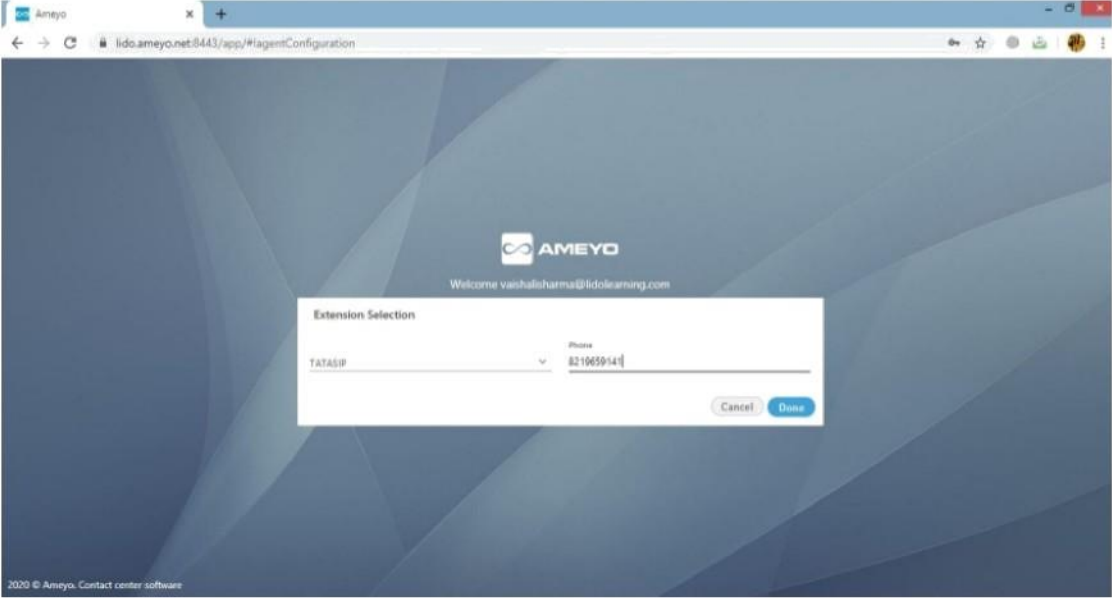
First we need to open the link for the ameyo, while we are contacting the customers. Then , entering the login credentials.



Step 2 : once you're logged in .Select the extension for calling.



Step 3: The extension that we've used in our training was TATASI P. Once the extension is selected enter the mobile number w'hich you want to use for the calling purpose.



Step 4: This is how the calling ameyo page looks like. We can dial the CX's number from the dialler available on the left hand side of the screen.



I•IETHBB5

## THE PITCH

"Don't impress, be impressive"

The call pitch

The conduction pitch

The closing

### Structure of call

1 Introduction — Here, we introduce ourselves ( We can use our own name or an alias). What role are we playing in this organization (example. teacher, academic advisor). The introduction should not be too long. Introduction should include max 10 secs of the call.

2 Reason for call — Here, we tell the lead about the Olympiad that we've conducted in various schools. Give the required details to the lead regarding this Olympiad. It includes 1 min of the call.

3 Rapport Building — We need to establish a good rapport (connect) with the lead before pitching for the session. Here, the talking points come into play. We don't have to be interrogative in whatever we say. We should try not to demean the schools, children, parent or the teaching authorities.

Talking Points
1. We gave all the students participation certificates. Did you get one? If you haven't received it yet we'll send you a soft copy on your email.
2. How was the child's experience regarding the race-2-space Olympiad?
3. Who takes care of Rohit's (child's name) academics?
4. Is Rohit participating in some extracurricular activities?
5. How does Rohit manage with all the subjects?(Time management)
C. What is Rohit's favourite subject?
7. There is a huge competition these days. Your child is not just competing with the students of one city but with the students all over the country.
H. School is the building foundation in a child's career. Stronger the foundation, stronger will be the building.

4. Purpose of the call – Here, we can discuss about the child's result. What was the child's score in particular section. (Not talking about the product)

5. Session – Now we fix up a session with the parent saying that an expert will visit you for the performance boost-up of the child.

6. Closing – Ask for the address (proper address with the pincode), timings to visit their place.

EXAMPLE- Let us suppose the name of the cx is Rohit.

Hello. Can I speak to Rohit's parents?

May I know your name first of all.

Sir, my name is vaishali sharma and I am talking from the academic team of LIDO learning. So, basically there was an exam conducted at rohit's school. He is studying in class 6th. Right?

This exam was an Olympiad named Race-2-space which was conducted by Lido in collaboration with The Hindu (do you know the newspaper group). So, this exam was conducted in 8000+ schools all over india. The main aim of this exam was to analyse the way students are studying. Now the results are out. We got some selected students and we wanted to talk to their

parents and discuss the results too . But firstly, we want to discuss his study patterns and preferences.

How much time does he devote to self study?

Tal king points.....

Post this examination we select few students, who will be getting the opportunity its not based on the marks they have got but the criteria that how much effort the child has put in doing this examination.

So, based on that we provide a one-on-one interactive session with one of our educational experts. Finding out that your ward has really done very well. Wherever he had answered wrong answer he was very close to the correct answer.

Continuing the discussion,

Very first step will be the interaction with the parent and the child because you understand your child from the very beginning (his habits, hobbies).

So, basically we can send our expert advisor at your place where we can have a clear discussion regarding your child and he can open up with you and the advisor well.

When will you be free?

May I know your address please?

Thank you.



### 3. Concluding

#### 3.1 Conclusions and Future Works

Globally India holds an important place in the field of education there are more than 1.4 million schools all over the country has over 227 million students enrolled across different fields more than 36000 higher education institutions. India has become the second-largest market for Digital education after us, however there is still a lot of room for further development in the field of digital education. The project on which we were working was a step towards the growth of education technology. Taking in consideration the pandemic situation we have come with the platform to work on. Future works are to make it more reachable or may be available for public depending on the organisation terms. We are further planning to push this to our public app available on the play stores. In future, digital education system digital technologies should only complete, but not super traditional teaching methods with the full potential to be used slow learning students or students with special needs.

We might state that modern educational system faces creative crisis and needs. Classwork and lessons, homework do not contribute to students personal initiatives to learn something new, that establish objective connection between the knowledge and the real world, I use their imagination, vision, to look for non standard answers to standard questions instead of using the stereotypic models.

Therefore the classroom of the future should not be a place of knowledge transfer, interaction but a place of investing in the mind of students, focusing on creativity and Innovation and not on repeating ready made opinion or mechanical response to test questions. The new era approach to education will force us to reconsider curricula and integration of the conceptual and actual innovations.

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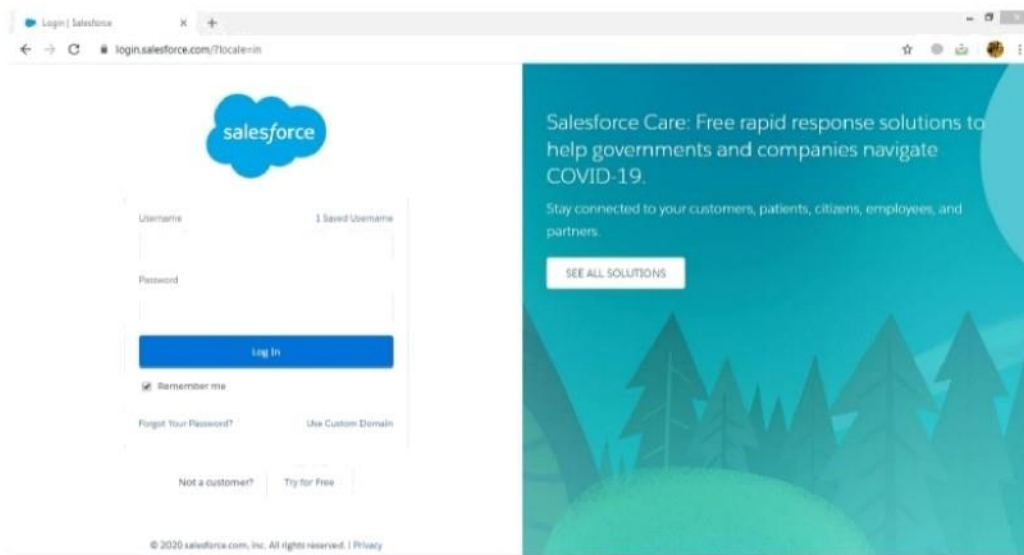
## How to use

### Windows OS

#### Salesforce

1. Open salesforce

<https://www.salesforce.com/>



2. Sign in with organisation's ID

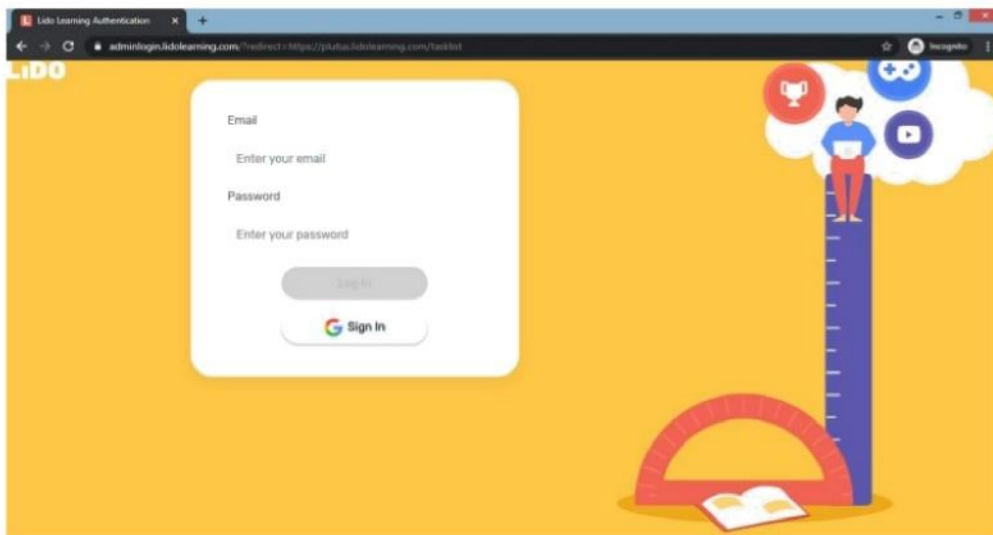
3. You have the access to punch the orders now.

Plutus

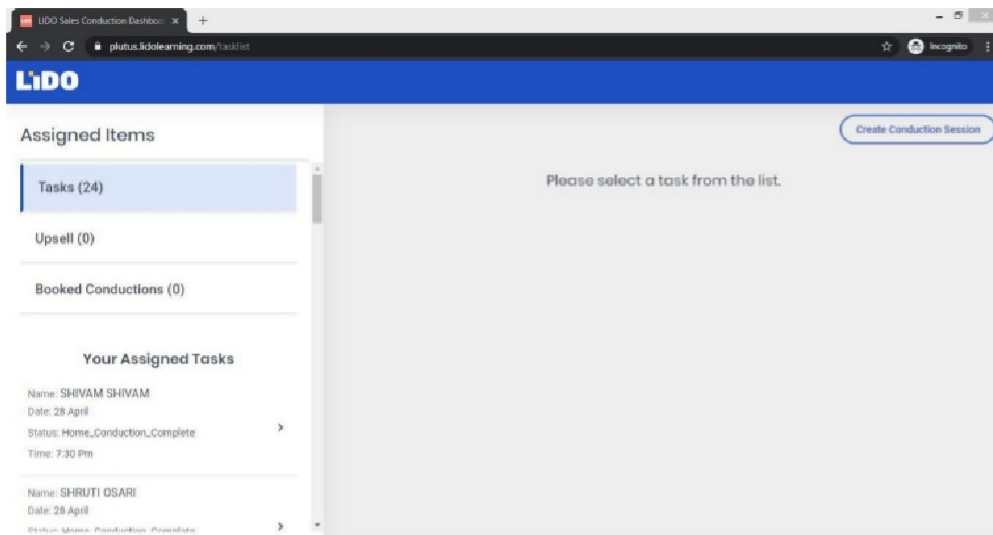
1. Open plutus

[www.plutus.lidolearning.com/](https://www.plutus.lidolearning.com/)

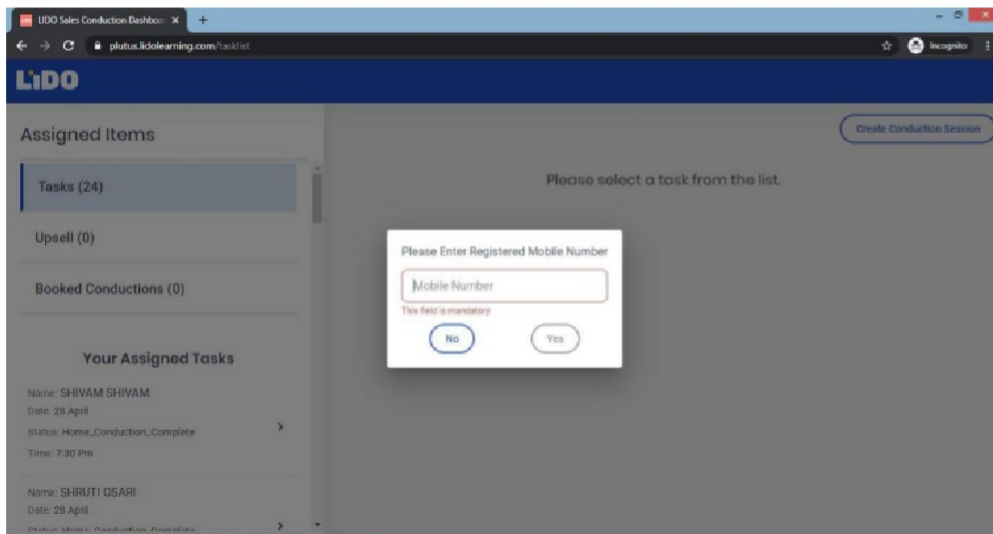
2. Sign in with organisation's ID



3. Click on the conduction opportunity.



4. Log in with your mobile no. for VC session.



5. You're in.

# final project

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