

CASE STUDY CeT-0001

Purpose and Objective:

The objective of this effort is to:

1. Improve the enquiry conversion rate from 25% to 60%
2. Build a process to manage daily operations efficiently and effectively

Background

This educational institution is a franchise of one of the reputed names in the software education domain space. It is located at Vijayanagar. Around 100 students pass out from this educational institution in three months on various software tools and technologies. They impart the latest technologies and software tools that are required today for IT jobs. They have highly experienced staff imparting these technologies.

Problem Definition

The enquiry conversion rate currently is around 25%.

Potential

After initial study, the eTriga team found that the enquiry conversion can easily be 60% (increase of 45%) by implementing basic process

Our Approach

We took a six step approach to tackle this problem and improve the conversion rate.

Step 1: Basic study

- Understand the current process of daily operations
- Collection of enquiry statistics
- Staff schedules
- Courses offered
- Types of enquires

Step 2: Converting facts to numbers

- Organize fact into data
- Convert data into information
- Create reports
- Present reports

Step 3: Find Solutions & communicate

- Define goals and milestones
- Create action plans (plan a and b and c(if possible))
- Communicate to the client and team
- Train the team on the new action plans/process/procedures

Step 4: Implement process/procedures/action plans

- Run this process/action plans with the team
- Collect and collate stats for a period of one month

Step 5: Control process

- Compare improvement
- Check for sustainability

Step 6: Improve further

- Once the process sustains, increase to higher goals
- Goto Step 1 and continue till 6

To get the actual implementation details on how we accomplished this, please contact us by email or phone given below:

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