

LIDO LEARNING
(Industrial Project carried out at Quality Tutorials Pvt.
Ltd.)

Project report submitted in partial fulfillment of the requirement for the
degree of Bachelor of Technology

in

Computer Science and Engineering/Information Technology

By

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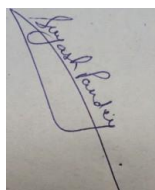


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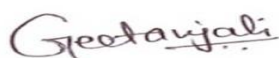
DECLARATION

I hereby declare that the work reported in the B. Tech Project Report entitled **LIDO LEARNING** in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering/Information Technology** submitted in the department of Computer Science & Engineering and Information Technology, at **Jaypee University of Information Technology, Wanknaghat, India** is an authentic record of my work carried out under the supervision of Dr. Geetanjali. I have not submitted this work elsewhere for any other degree or diploma.



Suyash Pandey

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Dr. Geetanjali

Head of Department

(Project Supervisor)

Date-

ACKNOWLEDGEMENT

I express my deepest gratitude for having an opportunity to continue my project work with the Department of Computer Science and Engineering/Information Technology at Jaypee University of Information Technology, Wanknaghat, Solan, India.

I deeply express my sincere thanks to whole Lido Learning Family and also our Team Lead **Ms. Jyotmeen** for encouraging and allowing us to present the “Industrial Project carried out at Quality Tutorials Pvt Ltd” at our office for the partial fulfillment of the requirements leading to the award of B-Tech degree.

I express my deepest gratitude and special thanks to our supervisor Dr. Geetanjali for her keen interest in our project, took time out to hear, guide and keep us on the correct path, giving necessary advice and guidance to carry out our project work. Her prompt inspirations, timely suggestions with kindness, enthusiasm and dynamism had been solely and mainly responsible for our deep interest in our project works. I gratefully acknowledge to my training manager Gaurav Das for his valuable support and suggestions.

ABSTRACT

The organization Quality Tutorials Private Limited, brand name LIDO LEARNING is an Ed-tech company revolutionizing formal classroom education through an unique and immersive online classes for every child in India. I am a Trainee Business Development at Noida under the crucial project of LIDO Learning.

The report explains initially about the scope and development of educational technology and how it has transformed the process of learning. Further a research has been done with respect to various Ed-techs and BOARDS that are crucial for process of education in the country and are changing its landscape every day.

The report also deals with an introduction to LIDO learning, the place where the Sales and Management training was undertaken.

The report further explains about the weekly progress and works carried out as the initial two weeks were spent on training and acquiring knowledge about the job profile, ways of carrying out the task, knowledge about field and ways to establish oneself. The report gives a detailed account of all the work done in other weeks namely field visits, conduction done, sales conducted and an account of true experience.

As a trainee, I was responsible and played a core part in devising the Sales Strategy and also was responsible for carrying out 3 successfully closed sales and was also to generate a revenue of 1.14 lakhs to the company, in a period of 1 month. The primary roles I was trained for were Sales.

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CHAPTER 1

INTRODUCTION

Education is always an important concern. From creating the platforms to understand the way teaching is done to enhance interaction between teacher and students, education startups are shaking the industry. The educational startups are redefining the classroom experience.

One of the sectors that have benefited greatly from technological advancement is education. While there are still many things that are done in the traditional way in the educational field, the impact of technology on this sector cannot be ignored.

There are many startups that are creating new ways of educating. In fact, colleges and universities are now facing a competition from startups that are delivering similar products in a more affordable and efficient way.

Education sector has seen tremendously innovations recently. From digital classrooms to online courses, the Internet Network has become a knowledge based accessible to anyone who wants to learn anything. Many students are already choosing online courses from universities or even from the primary level as well of their choice which can help them study whenever and wherever they want to. This is testimony for how the traditional education system is being disrupted by the digital age. Education tech is not a replacement for teachers, though. It is a way to enhance education by helping teachers teach creatively and engage with students without the load they deal with traditionally.

Education institution have now began to take advantage of the new medium provided by Ed-Tech in the form of distance learning. Distance learning courses which us computer networking for the use of exchange of information and knowledge have now become common and have benefited masses. The

Open University in Britain is among the first ones to revolutionise the use of internet to deliver courses and learning online. not only knowledge but web based training is also being imparted. As Ed-Tech provides for means of assessing students, via online tests etc. has made this system much effective and successful.

Educational technology is growing and developing further each day according to the needs of the hour. With advancements in technology, Ed-Tech now aims to make every student familiar with techniques which allow him to be enrolled and educated through technology at its best.

1.1 ABOUT LIDO:

Founded in April 2019 by Edtech entrepreneur Sahil Sheth, Lido Learning is revolutionizing traditional tutorial through immersive live smallgroup online tuitions. Lido caters students from Class 59; offering yearlong classes in Math and Science through an integrated online platform that combines unique interactive sessions with the tutors from across the country.

This platform characterizes itself as an online immersive live tutoring platform for students including features like interactive sessions, engaging in quizzes and immersive games.

Every session includes a maximum student to teacher ratio of 6:1 ensuring that each student receives enough guidance, feedback and doubt clearing. Within the classroom, students are categorised according to similar achievement levels to ensure that the inclass experience can be personalized as per pace and content. With advanced analytics and tracking, Lido can create unique learning journeys for every student. Based on the class performances, students are given customized homework, remedial help, and challenges to push their limits.

LIDO follows the rule of Attendance Attention Participation and Performance for parents to analyse their child, and class report of each session is given to the guardian which includes the time student has spent on the session, what they can do to improve.

Lido has pioneered gamification through 'Learn for Rewards' that tie learning outcomes to real-world prizes.

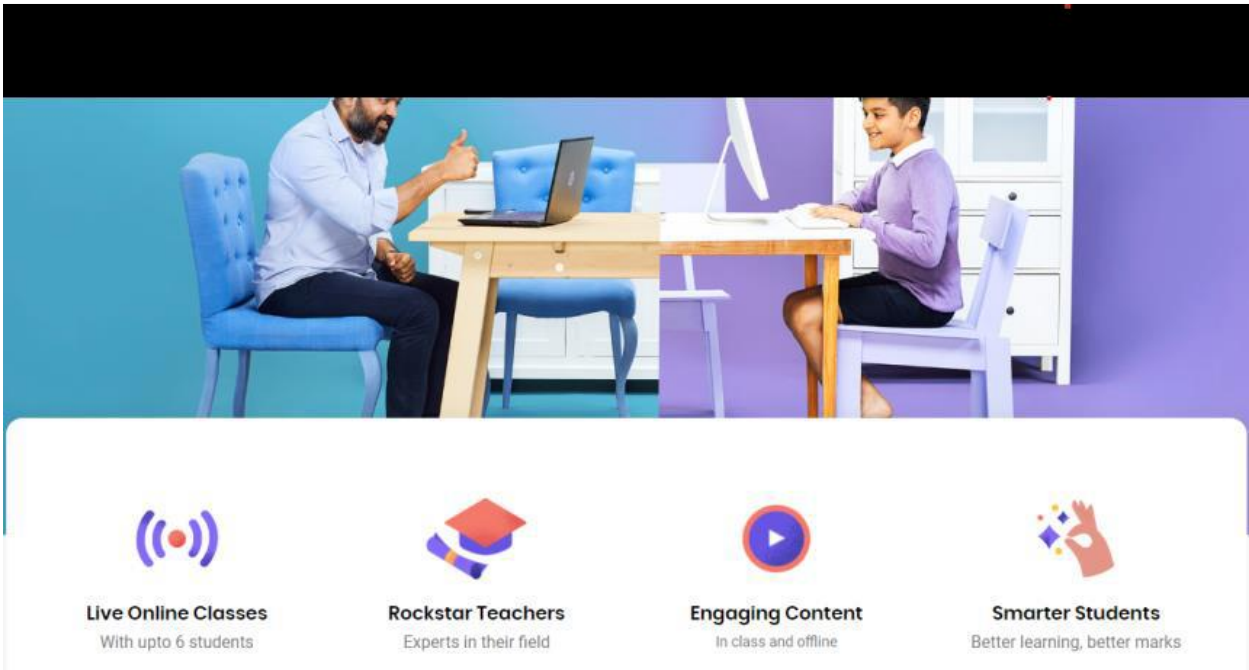


Fig. 1
Lido Experience

1.2 BOARDS:

For an Ed-tech organization it is very important to know about the various boards before entering a market.

1.2.1 CBSE:

Stands for Central Board for Secondary Education is the educational board in India operational at the national level for both Public nad private schools and is manages by Government of India.

CBSE follows a compact structure which makes the CBSE syllabus easier than that of other boards and comes in both English as well as Hindi curriculum

CBSE follows grading system i.e. Continuous And Comprehensive Evaluation (CCE)

JEE Main, NEET, IIT, AIPMT are based on the syllabus of CBSE Board. CBSE is followed till 10+2

CBSE is widely spread in the country and is Recognition by all colleges in India.

There are more than 200 schools in 28 foreign countries that are affiliated to CBSE.

1.2.2 CISCE:

Stands for Council for the Indian School Certificate Examinations

It conducts Indian certificate for secondary education.

It was established in the year 1958.

Students may find syllabus a bit cumbersome

ICSE comes under CISCE, it is a non-governmental board of school education in India, till class 10.

There are more than 2,100 schools affiliated to the board in and outside India.

1.2.3 ICSE:

It stands for Indian Certificate of Secondary Education.

The course and manner of examination conducted by the board is based on the recommendations of the New Educational Policy of 1986.

ICSE Syllabus is considered to be more difficult than CBSE, ICSE follows only English.

ICSE even has subjects for Fashion Design, Agriculture, Home Science and Cookery etc.

ICSE follows percentile grading unlike CBSE, and is followed till class 10.

ICSE certificates are recognized by foreign schools and have an upper hand when it comes to exams like TOEFL(Test of English as a Foreign Language)

ICSE is believed to be more extensive and burdensome.

The board does not allow or permit private candidates to appear for examination and is only available to schools for affiliation.

1.2.4 State Board:

Refers to State Government Recognized Board.

Textbook, Teachers are easily available for State Board.

There are reserved seats within the state recognized colleges for State Board passed students.

1.3 FIVE KPI'S OF THE ORGANISATION:

- Expert teachers to guide you

Lido teachers invest in students' growth to ensure that they excel both inside and outside the classroom. All from the comfort of home. The teachers are expertized in their respective fields and each teacher is first examined before joining the team of educators at LIDO.

- Live, discussion-based classes

art classroom with a max student to teacher ratio of 1:6 has a whiteboard, videos, live quizzes with real time results, teacher who explains various topics and guided practice where students learn from each other and as well as the teacher through discussions. There is a two way communication between the teachers and the students in the class which is a plus point as the student gets to clear all of his/her doubts during the class only when the topics are explained.

- Unlimited personalized practice

By tracking individual student learning we are able to customize the practice questions for homework, give remedial help, and challenge students to push their limits because, we at lido think that every student is different and needs a different learning model and approach that is why the batching of the students is done according to the Academic Advisors home visit

comments and the students previous classes marks because we want every student to push hard and outshine in his/her academics.

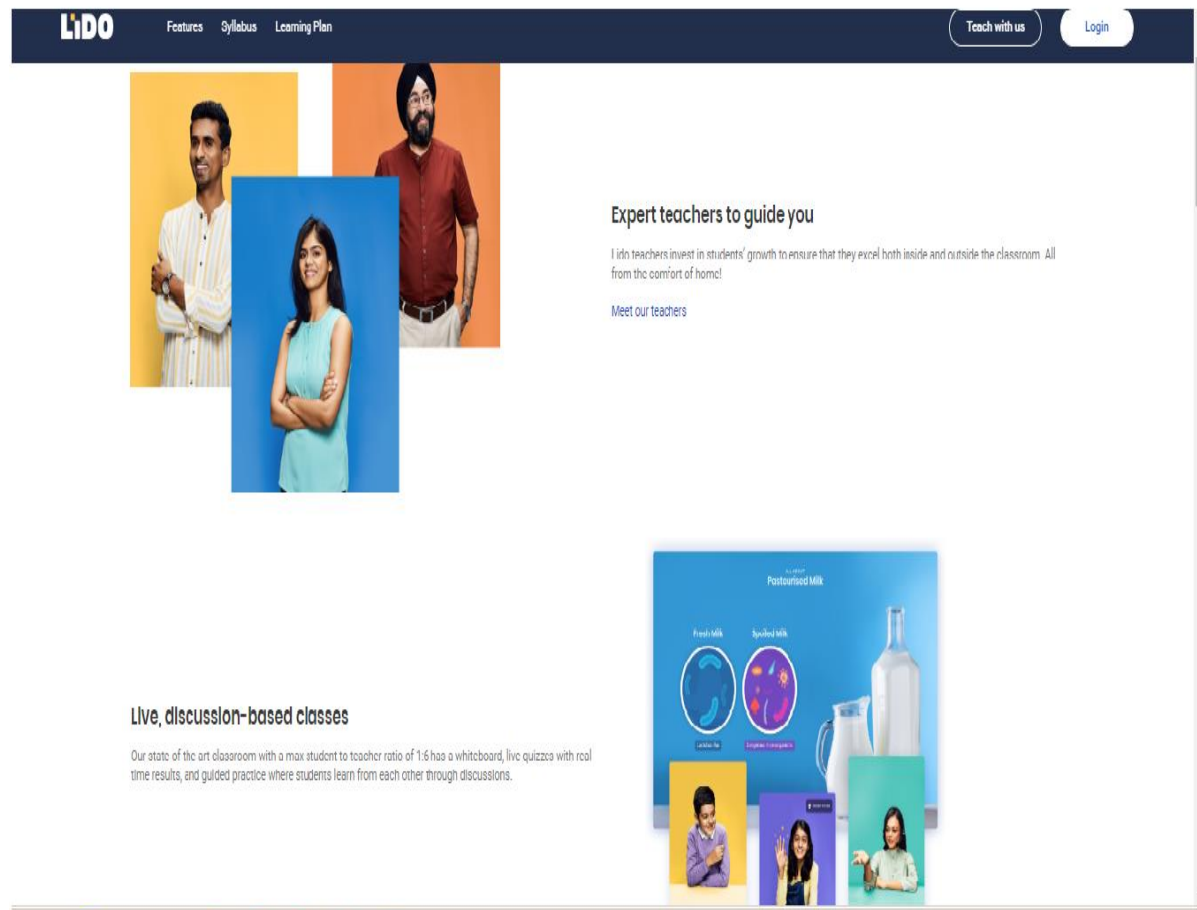


Fig 2
Lido Experience

- **Self-learning, anytime**

Every classroom has a corresponding video library, practice question bank summary and anchor charts to download so that students can revise and practice in their own pace and time at the comfort of their own and utilize most of their time. There is a huge question bank present on every topic for the students to practice

- Track your performance

Performance charts show students their strengths and weaknesses across the different chapters and give them suggestions on what to focus on next as well as their parents can review their overall performance how was the student's performance in the class and what are the teachers review regarding the student.

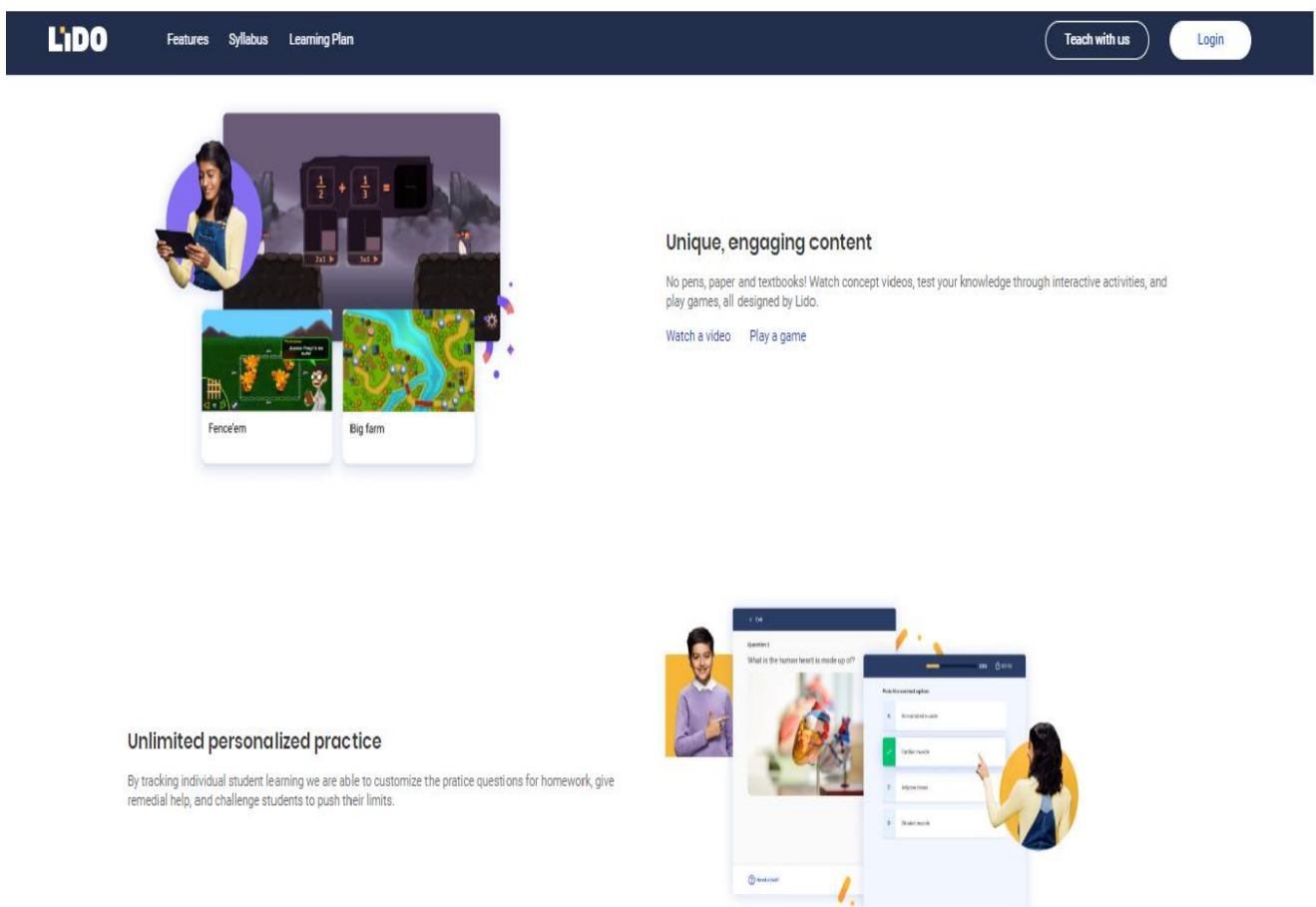


Fig 3

Lido Experience

Our offerings



Mathematics

Classes 5 to 9 ICSE | CBSE

Learn Math fundamentals through problem solving sessions, quizzes and guided practice

Start your trial now



Science

Classes 5 to 9 ICSE | CBSE

Learn science through virtual experiments, videos, and exciting games with an expert tutor

Start your trial now



English

Classes 5 to 9 ICSE | CBSE

Learn grammar, writing, and comprehension to boost your English school scores and fluency, led by our experienced tutors

Start your trial now



Summer Trial plan

Classes 5 to 9 ICSE | CBSE

Get ready for the next academic year by learning the hardest concepts in Math, Science and English with a one week Lido experience

Start your trial now

LIMITED BATCHES

Fig 4

Lido Subjects

1.4 LEADS GENERATION:

This is a very important task as the BDA's all over India require leads for scheduling home visits and expanding the business by influencing the parents and the children.

This task is performed by the Operations team.

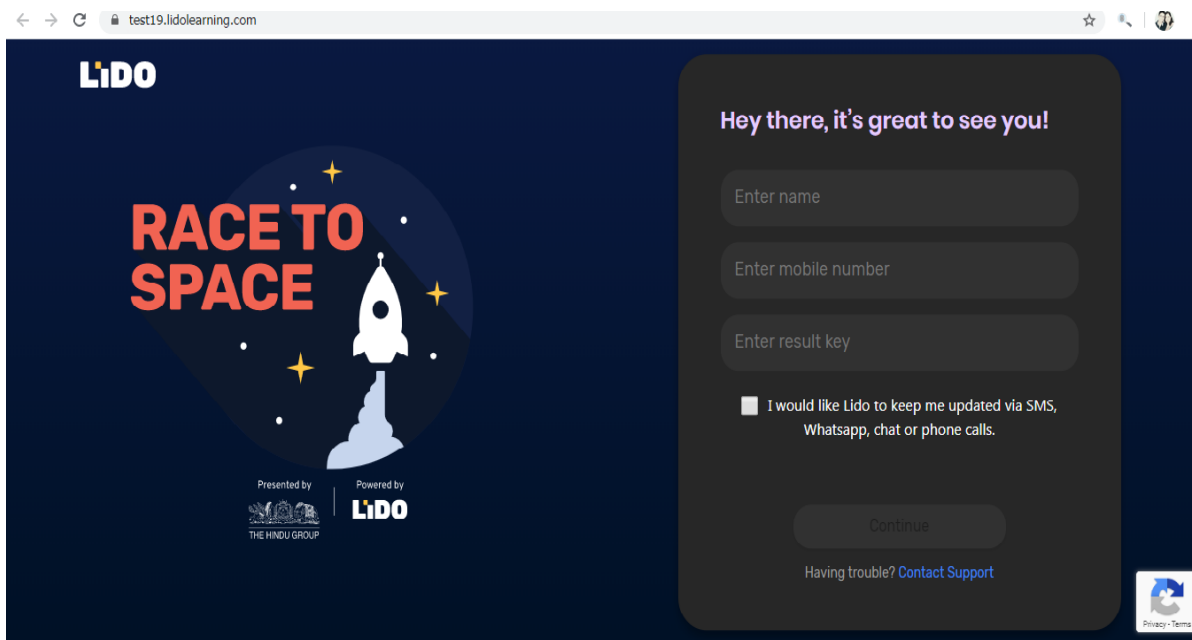
Every year the organization organizes an Olympiad named Race-to-Space in collaboration with The Hindu organization all over India which is totally free of cost as no charges are required for giving the Olympiad.

Race to Space is a premier aptitude based inter-school quiz competition that measures students conceptual understanding by benchmarking his performance at a national and regional level in various subjects like Mathematics, Science, English and Logical Reasoning.

There are several prizes like an all expenses paid educational trip to NASA, USA for the top 5 students and several other cash prizes and attractive gifts.

Through this Olympiad the organization gets the data of different students and their marks after which various students are shortlisted according to their performance in the Olympiad for home visits.

The data is collected by the operations team.



The image shows a web browser window displaying the registration page for the 'Race to Space' Olympiad. The page has a dark blue background with a rocket launch illustration and the text 'RACE TO SPACE'. The LIDO logo is in the top left. On the right, there is a registration form with the following fields and options:

- Greeting: "Hey there, it's great to see you!"
- Input field: "Enter name"
- Input field: "Enter mobile number"
- Input field: "Enter result key"
- Checkbox: "I would like Lido to keep me updated via SMS, Whatsapp, chat or phone calls."
- Button: "Continue"
- Link: "Having trouble? [Contact Support](#)"
- Footer: "Privacy - Terms" with a circular arrow icon.

Fig. 5

Race to Space olympiad

1.5 TEAM MANAGEMENT

1.5.1 ROLE OF TEAM OPERATIONS

The Underlying Period of the Procedure is the "Lead Generation Stage" in which it's endeavor to investigate the objective market and make our arrangements as well as methodologies as per the need of objective market. The company's attempt to comprehend their concern by diving deep into the issues that client is looking in their everyday life and what changes are they searching for. We at that point make some tests on few numbers of experiments and the ones which show most extreme number of exactness are utilized on a bigger stage i.e. our primary market.

The following period of the procedure is the "Lead Capturing Stage" in this we endeavor to catch the intrigued group of onlookers who have visited our web site either by taking a look at the commercials on various longrange educational programmes stage or through the referral from the current clients. In this our fundamental center is to attempt and influence them to understand the issue they are in, and what transforms we can offer them so to improve their circumstance much.

- The schools are categorized by the operations team, on the basis of background of school, place where the school is situated, students performance from the school, and the academic fees.
- The school is graded as- A+,A,B,B+,C.
- At this stage, the lead has been generated and sent to the sales team. The BDA'S get their leads from their managers in their salesforce account. So from now on the sales team takes the charge .
- After the sale is done, the operation team is responsible for completion of the finance and accounts procedure, which will be discussed later in the finance team.
- The role of team operations after the sale is done is-order punch in(the forma procedure to enter the data of the customer,where the sale is done),so that it is possible to deliver the service as soon as the sale is done.

1.5.2 SALES TEAM

- The benchmark is set by the academic advisors ,the students who fall above the benchmark are called on the registered mobile number, and the meeting session is scheduled with the parents and the child.
- Analysis is done prior to the meeting, on the problem solving behavior of child and hence is discussed in the meeting.
- If found suitable, the program is introduced to the parents, and the sale is closed when the parents purchased one of the programs for their child.
- A sale is said to be a follow-up sale, when due to some reason like payment failure or network issued the sale is not been able to done.

1.5.3 FINANCE TEAM

- When the customer likes the product and the deal is about to close, and the customer has to do the payment. We provide, options like full payment upfront by cash, credit cards, different EMI plans that are:
 - Zest
 - Eduvanz
 - Bajaj

1.5.3.1 ZEST:

Zest Money is a digital lending company that offers cardless EMI options to its users. It is one of the fastest ways of paying using an EMI without having to carry a credit card. It is an entirely online process that is highly secure and user-friendly, and you can pay for your entire purchase with the EMI of your own choice. Zest money has zero pre-closure charges, and it has one of the highest approval rates when compared to other EMI options. Zest money has incorporated bank level security to ensure the safety of your account and information.

When the Cx is opting ZestMoney ,the down payment taken is the first installment of the total fees and then money will automatically deducted from customer's bank account

which is linked to the registered mobile number. The process is started as soon as he order s punched successfully.

1.5.3.2 EDUVANZ

Eduvanz is one of the largest student loan providers in India.it is non banking institution that provides zero percent interest.eduvanz is in the partnership with various educational institutions.

When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as he order s punched successfully.

1.5.3.3 BAJAJ

The Bajaj Finserv EMI Network Card is a unique product that helps you to convert your purchases into easy EMIs with just a simple swipe. It acts as a preapproved loan in your wallet and can be used to buy your favourite electronics, appliances, furniture, gym membership, clothes, flight and hotel bookings, etc.

When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as he order s punched successfully

PRICING SHEET

The following excel sheet is the new pricing sheet for the academic year 2020-2021.

The classes of students corresponds to the number of years the student has been enrolled,according to which the pricing is done.

NEW PRICING SHEET 2020				
Only 1 Subject				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	38,000	48,000
5th-6th	April 2022	24	55,000	65,000
5th-6th-7th	April 2023	36	75,000	85,000
5th-6th-7th-8th	April 2024	48	95,000	105,000
5th-6th-7th-8th-9th	April 2025	60	115,000	125,000
5th-6th-7th-8th-9th-10th	April 2026	72	135,000	145,000
2 Subjects				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	55,000	65,000
5th-6th	April 2022	24	85,000	95,000
5th-6th-7th	April 2023	36	115,000	125,000
5th-6th-7th-8th	April 2024	48	145,000	155,000
5th-6th-7th-8th-9th	April 2025	60	175,000	185,000
5th-6th-7th-8th-9th-10th	April 2026	72	205,000	215,000
*Next session will be starting from 15th March				
*For Sibling cases 10% discount is applicable				

Fig 5
Pricing Sheet

Covid 3 Months Curriculum Fee	
Class	Curriculum Fee
5th , 6th , 7th or 8th	12,000
9th	13000

*Non-refundable

*Payment Mode : payu , bajaj or razorpay only

Fig 6

Lockdown Pricing Sheet

1.5.4 Marketing Team

The objective of showcasing is to associate our business incentive to the correct client base. It's a straightforward idea however it can take on a million distinct shades. The main role of marketing team is to make product and services available in the online platform and also the advertising part. Following are some roles of the marketing team:

- What socioeconomics make up your client base?
- Who do they listen when settling on choices with respect to your item?
- Where do they hang out on the web?
- Where do they live?
- How do they search for items in your specialty?

CHAPTER 2

LITERATURE SURVEY

2.1 Competitors of Lido Learning:

Sr.no	Name	Features
1	Vedantu	<ul style="list-style-type: none">- An Indian based online live tutoring founded in 2011- Ensures a student gets the entire attention of a dedicated teacher and learns at his/her pace, monitored technologically for further improvement, anywhere- anytime learning, live audio-video connection between teacher & student at very low internet bandwidths, live session on mobile devices- Uses a virtual knowledge platform called WAVE (White board Audio Video environment.)- It provides an option to the students to choose from available tutor of their choice.

2	Cue math	<ul style="list-style-type: none"> - Is a platform for learning mathematics for pupils from Kindergarten to Grade 8, operating on a micro franchising model. - Founded in the year 2014. - Helps to create passion for mathematics in students with the box – a set of manipulative that lets every student touch feel and construct every concept. - The program involves delivering home-based worksheets, games, comics and puzzles etc. to enable students in learning in effective manner.
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3	Extra marks	<ul style="list-style-type: none"> - Gives a platform to solve your curriculum queries, test preparation for IIT-JEE, AIIMS/NEET, CA foundation - Focuses at creating student friendly digital learning Solutions.
4	Topper	<ul style="list-style-type: none"> - Providing guidance to students for career passed exams such as JEE, NEET etc. and providing courses for their preparation. - They guide students with the help of modules and provide sample papers with step-wise solutions.
5	Merit nation	<ul style="list-style-type: none"> - Meritnation is a pedestal providing live classes, study material, animated videos , solved sample papers etc. - Provides guidance for JEE, NEET, NDA.

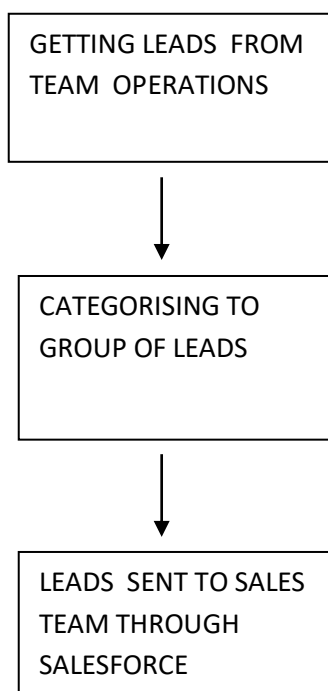
6	Unacademy	<ul style="list-style-type: none"> - One of the largest and most famous educational technology platform in India. - Founded by Roman Sahni - Provides preparation for UPSC, CSE, bank papers, IIT-JEE, SSC, railway exams, defense Exams such as CDS, AFCAT, NDA etc. - Provides lessons in the form of video lectures from experienced tutors and educators - Provides mock tests, lectures, notes shared as pdfs, accessible to all devices
7	Byjus	<ul style="list-style-type: none"> - BYJU's – the learning app; is the brand name of Think and learn Pvt. Ltd. - Was founded in 2011 by Byju Ravindran. - Their main product is a mobile application called

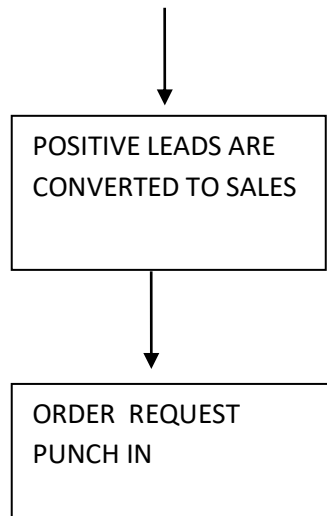
		<p>BYJU's which provides educational and learning content to students.</p> <p>Covers CBSE, NCERT, ICSE, CAT, IAS, JEE, NEET, state boards, government exams, sample papers, free home demo.</p>
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Table 2.1
Competitors of Lido Learning

CHAPTER 3

3.1 FLOW CHART:





3.2 Training:

Our joining came with our appointment letter which was for 11th of February, we were asked to be present at the Noida branch with our documents for the joining. On the first day we were addressed by Piyush Raj who helped us with filling up of the documents and creating a salary account after that we were briefed about the company and our job profile.

JOB PROFILE:

Employee: Nikhil Kumar, (Trainee-business development)
Department: Sales and business development
Working as: Academic expert
Tenure: 6 months

After this we were divided into 2 groups and I was assigned to my trainer Arya Anand, our training phase was very helpful for all of us we were given complete knowledge of how to talk to the consumer and all this started with signing in to our tabs, making us the student and our trainer the teacher in the LiDO application – student dashboard.

We had to login into the application everyday where we were given theoretical knowledge and further it was explained by our trainer, he always emphasized on the talking points that we further used in our call.

We had to reach our office by 10:00 A.M sharp or we use to get LOP (leave of pay) for the day this bounded us in time our office timings were from 10:00 A.M to 7:00 P.M during the training time and all of us were encouraged to speak up and let go of the awkwardness in us. Our manager for this period was our trainer Arya Anand who accessed us in every field and encouraged us to do better.

It consisted of HOME, CLASSROOM, LIBRARY, REWARDS, and PERFORMANCE.

HOME: home section consisted of the daily assignments that we had to do after clicking on "I'm Ready" our assignments started and these were different as we progressed

CLASSROOM: Classroom consisted of the theoretical syllabus that we were given each day this was explained by our trainer to us and after the explanation part discussion was done on the topic we were asked for our queries and they were different sets of questions to answer.

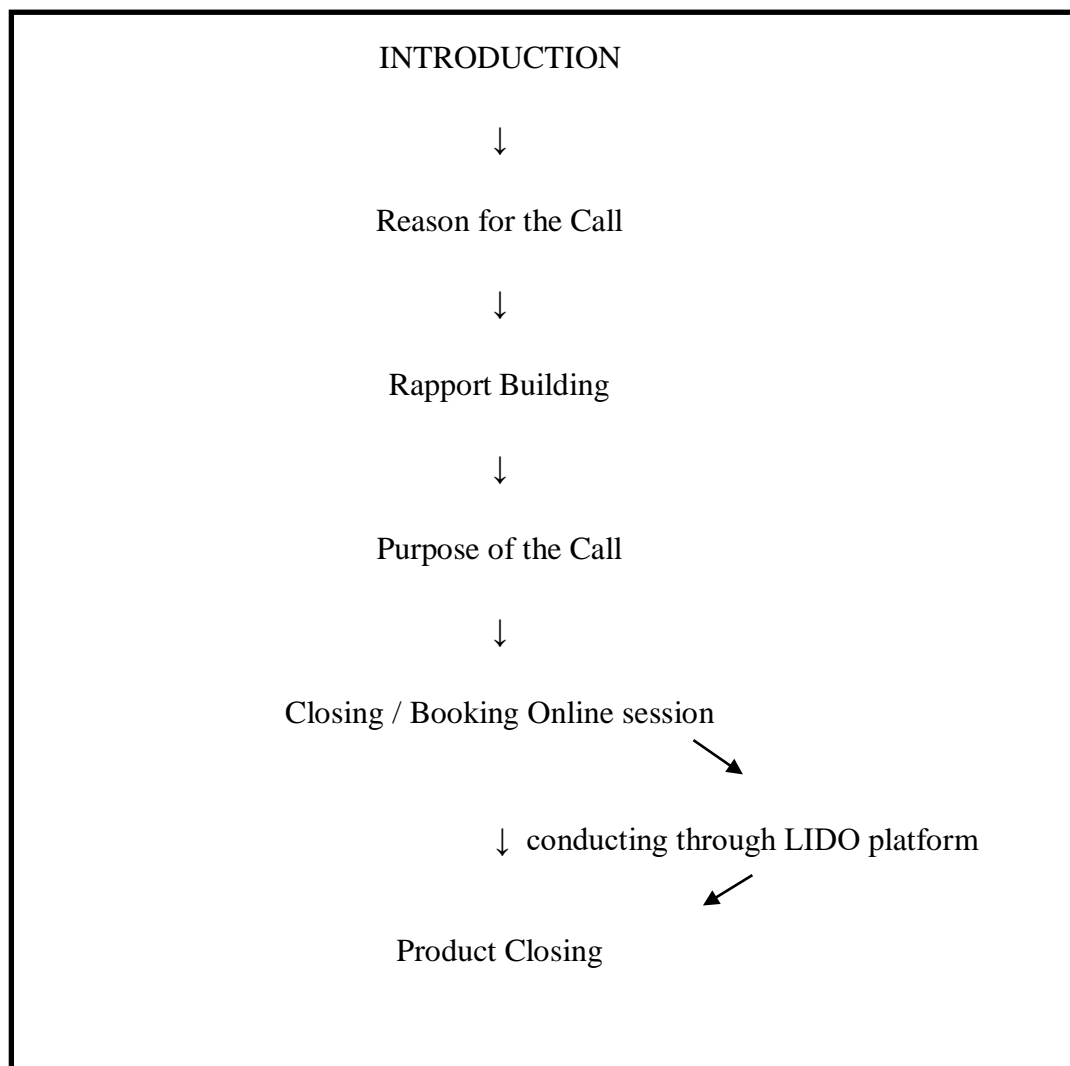
LIBRARY: Library had some extra videos for us that we had to go through in our free time these had different situations in which we had to respond and at the end of the exercise our response was noted and submitted to our trainer for our assessment.

REWARDS: Rewards section was a part of the interface which was provided for the students using LiDO Experience which lured them to do their work.

PERFORMANCE: Performance section showed our assessment of the assignments given to us.

We were also given different quizzes which in MCQ format and we had to complete these after each day's work it tested our learning and grasping of the content given to us. As the days passes in training we were now practicing our conduction module, and recording of call logs were submitted to the trainer to which he guided us how to improve and take hold of the customer over call.

The call must be of 15-25 minutes in which we have to build proper connection with the parent so that the meeting can be fixed, rapport building must be done effectively so that the parent's concern for the kid can be used for conversion of the lead at the end. The parent is always knows better about his kid and so he must be treated in that way and you should build trust as you are the one concerned for his child as he is and talk to him on his level as he has much more experience than you. Calling consisted of following points:



Calling Pitch

INTRODUCTION:

- The introduction would start of by referring to the surname of the parent rather than using the kid's name e.g. "Am I speaking with Mr. Gupta?" instead of, "is this the father of A, B, C?"
- Then the BDA would introduce his name and the organization he's calling from. (can mention Mumbai HO which adds gravity to the conversation)
- The parent should know that the discussion is about the child
- The parent should know that he / she is talking to the academic expert address the parent
- Introduce through the Olympiad and the marks obtained
- **Race to space**, collaboration with The Hindu
- Academic expert

REASON FOR CALL:

At this point the BDA should introduce the OLYMPIAD (Race to Space).

- "Sir, last academic year we conducted an Olympiad in ABC School, Aditya is studying in the same school in B standard. Is it appropriate (get a verification of all the details, if it is correct proceed forward, otherwise get it rectified by asking the parent and then proceed. After verifying the details come to the important part)."

Then the BDA should get into the reasons why the call was made

- We have conducted the Olympiad in the last academic year across India in 8000+ schools and we have curated the result in the month of February. We didn't want to disturb the flow of learning during the exams, now we are providing them a mentor who can understand the basic study pattern of the child.

Rapport building is where the BDA will start engaging the parent regarding the child's academics and his study patterns

- In rapport building the BDA would require certain points to talk about which are categorized as TALKING POINTS
- Talking points are certain areas where the BDA can gather subsequent information regarding:
 - Childs overall growth
 - Attention provided in tuition and class
 - Concept clarification
 - Every student is good in his way and can do better if given guidance
 - Coping up with extra co-curriculum activities
 - Better understanding leading to better results
 - Saving his time by relieving his time spend in tuitions
 - Basic Concepts of the child
 - If good in studies what are the measures that may help to improve his growth
 - attention provided by the parents
 - The kid - favorite subjects, Olympiads that were written, self-study patterns
 - Understanding the dynamics of the household, e.g. profession of the parent, who takes care of the child's studies, who else helps the child
 - Benefits of writing national level Olympiads
 - Parent's mindset regarding their view on the importance of education, ideology of self-study, e-learning, etc.
- Rapport building is primarily where the caller is not speaking much but the customer is talking back with his/her won concern
- Rapport building is critical to ensure that the call is not disconnected
- Talking points are not directive questions - this will scare customers who will not want to reveal these answers - > customer will develop trust issues
- Through rapport building, the BDA will also work on NEED GENERATION for personalized learning, however he/she will not discuss any product or ed-tech in the picture

PURPOSE OF THE CALL:

- This section introduces to the parent the upcoming online conduction
- Since this is an initiative taken by the government of INDIA, that everyone should stay at home and fulfil basic necessities from home therefore LIDO learning has also taken an initiative to teach children while they are at home itself.
- In order to do this seamlessly, the BDA can refer back to the Olympiad discussion, discuss the child's results, and based on that, can vouch for an online academic guidance session.
- At no point in the pitch should the BDA mention "counselling" or refer to the conduction as a "a counselling session"

SESSION PITCHING:

- Session pitching must be done in a way that the parent feels the importance of the session and thinks of it as a necessity -> this is to ensure the session is booked and reduce cancellations
 - BDA must relate to rapport building in order to link back to the need generation piece of the section
 - Ideally, the BDA should discuss that the session will be comprised of 3 parts:
 - The approach - i.e. what is the child's study pattern?
 - The problem - i.e. despite the child's study pattern, why is it that he/she is still facing issues in math / science?
 - The solution - i.e. Lido Learning / online classes
- There are three things that the BDA can explain while pitching the

session: WHY

- As a part of the government's initiative towards the kids' learning and not let any pandemic affect the child's learning
- HOW (typically clubbed with the "Where")
- This is the "where" + "what" of the session -> what exactly will be happening in the session / what can the customer expect from the counselor?

WHERE

- This session will be done online wherein a link will be shared with the parent so that as to explain where the kid needs improvement and also provide suggestive measures so as to create a suitable environment for the kid to learn from home.

CLOSING:

At the time of closing, the BDA should take note of all the necessary information required.

1. Mother's and Father's name
2. Email id
3. Alternate Number
4. Time Slot to be given of the same day
5. Address to visit the child

After getting the relevant information, the BDA should not disconnect the call. Instead, the BDA should use the time at the end to continue building a personal connect with the parent by:

- Flattering the customer / discussing the key highlights of the conversation
- Disconnecting immediately after leads to a perception that this was a transactional sales and marketing call as opposed to a personalized academic guidance session
- Until the parent insists do not project the product
- Make the parent feel responsible for their child
- Look for the weakness and hit the points that will help in your favor

CONDUCTION FLOW:

We were grouped in pair of two and we practiced calling with each other for our initial phases and call recording was submitted to our trainer for improvement, for practice we acted both as

Parent as well as BDA, after the review of recording we had to work on the points that we lagged in. Calling is focused to make sure booking is done as now conduction comes into play, and conduction must be proper for the lead is to be converted further and it may flip, conduction is referred to the meeting where we have a conversation with the parents regarding the kid, his academic performance and his future goals. Following are the conduction requirement for a BDA

- Using the Tutor Platform as Online conduction Platform
- Online Platform Requirement
 - Student Result
 - Videos
 - Student dashboard
 - Parent dashboard
 - Live Class
 - Knowledge graph
 - Testimonials
- Training employees on boarding the lead
- Training employees to become a Tutor and take the live class
- Jio Sims to the BDAs for internet

INTRODUCTION (5-10MIN):

- The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family
- The BDA should ask a few questions regarding the house / locality that the family lives in. They should also enquire about how long the family has been living at that house
- General questions that can be posed in the introduction are:
 - What is your profession, and how is the work going?
 - Who takes care of the child's studies? (To understand who looks after the academics of the child)

INTERACTION (5-10 MIN):

- The BDA should aim to ask general questions that put the child at ease while trying to Gauge the parents' overall level of engagement / involvement in the child's life
- The BDA should ask about the child's hobbies and activities
- Most children in India fall into one of three groups
 - Playground kids
 - These kids typically do not come from wealthy families or their parents aren't particularly invested or engaged in their lives
 - These customers typically cannot make multi-year purchases
 - Swimming classes / cricket coaching kids
 - These customers can make multi-year purchases
 - Computer / video games kids
 - These customers can make multi-year purchases
 - By enquiring about the child's hobbies, the BDA is able to break the ice between them and the child, enabling the child to be comfortable in the session.

ACADEMICS (5-10 MIN):

- After making the child comfortable, the BDA should showcase and discuss about the results which is done by sharing the screen which contains the hypsographic view of the Olympiad results which should act as the base for discussing the child's approach towards studies
- These questions typically include:
 - What is your favorite subject in school?
 - Why is this subject your favorite? Is it because you score well in the subject, or is it because of the teacher who teaches you?
 - What is your least favorite subject in school and why?
- These questions allow the BDA to understand the how the child makes decisions

- One of the primary purposes of this portion of the conduction is for the BDA to lead the discussion to the subject that the BDA is comfortable with for the need creation for a better way to learn and also the urgency regarding the pandemic can be addressed in order to create the requirement for smooth learning with no pit stops.

APPROACH (5-10MIN):

- The BDA should probe the child on their approach to studying- Most children will say that their approach to studying consists of the following:
 - Reading the chapter in the textbook
 - Checking examples of the concepts they've learned
 - Doing exercises to practice the concepts
 - Asking for external help where needed
- This is not something for the BDA to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately
- Let the parent interact much more with the advisor and discuss more about the child's study pattern in order to plug in gaps wherein the advisor can sell the idea of e learning to the parent and get an approval for the same.

IDENTIFYING THE PROBLEM OR THE AREA OF IMPROVEMENT (10-15MIN):

- This is where the BDA explains to the child and the parents the need to understand the issues / gaps in their learning, as well as where the child requires improvement
- Depending upon the session and the child, the problem areas will differ, so the BDA should be very careful while listing down the areas of improvement
- The major points of concern in the child will be:

- Regularity in studies. (Frequency in his study timings, completion of his regular work with the concept clearance)
- The approach with which the child is studying
- Is he able to manage time along with his schools, co-curricular activities?
- Interaction with the teacher in school (class participation, discipline, introvert etc.)

SOLUTION (20-30MIN) - (LIVE DEMO):

A product video is introduced at this point helping the child and the parent understand the requirement for a practical based approach learning. This is the part where the BDA gives the

Parent an idea by explaining them about the crux of the entire lido approach and then by showing the live class, helping the parent in understanding the learning ideology and explaining the parent as to how he will be able to track the progress of his kid by introducing the parent to the parent dashboard.

CHAPTER 4

PROJECT DESIGN AND DESCRIPTION

Software used:

- LIDO PLATFORM
- PLUTUS
- SALESFORCE
- AMEYO

4.1 SOFTWARE DESCRIPTION :

4.1.1 LIDO PLATFORM

LIDO Learning - The Learning App is the platform for school students with 12 million registered users. The app offers comprehensive learning programs in Math and Science for students between classes 5th-9th.

The app has classes from India's best teachers including Founder and CEO, Sahil Seth. LIDO'S 1000+ R&D team has developed the complete app in-house and uses the state of the art technology for visualization. The team is committed to making learning more engaging and effective. The app also personalizes learning based on each student's pace and style of learning. The latest version of the app offers 'Live Online Classes' by India's best teachers. Students can choose their preferred topic and book their free online classes.

Lido's live tutoring sessions with teachers help you understand each science and math concept in-depth and clarify doubts in online classrooms. Watch curated videos, solve gamified content and more with your friends and explore a new and exciting world of learning. Come explore how studying can be just as exciting as play! Let's Learn Together!

FRONT PAGE: where the classes are scheduled respective of the timings matched with the students and the teacher. Also, child has the opportunity to change his/her teacher in case he /she is no satisfied with the way of teaching of the assigned teacher.

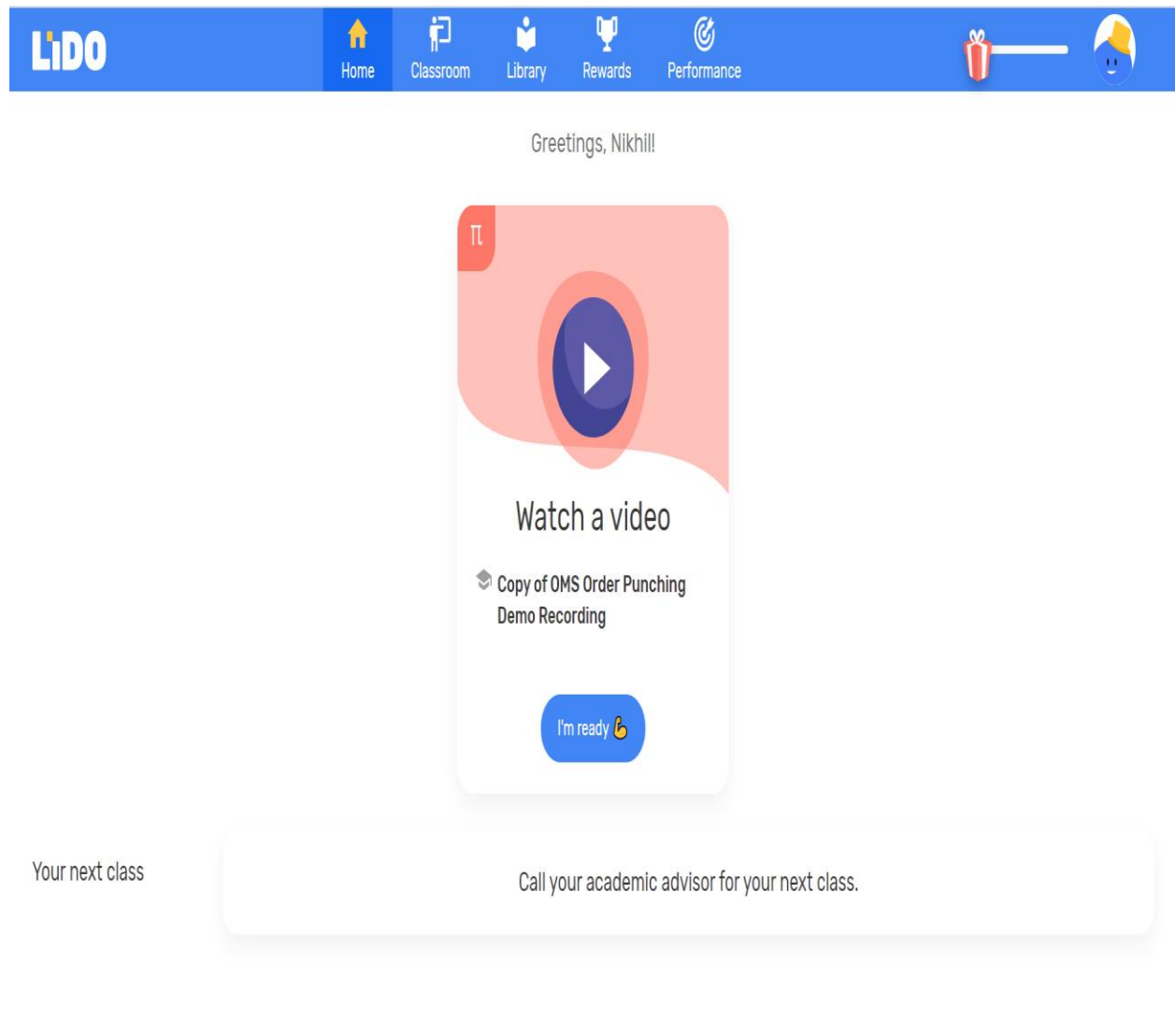


Fig. 6
Lido dashboard

4.1.2 PLUTUS:

This domain is specially introduced in our organization, in the times of pandemic. So that we can connect to the customers, through online platform and instead of conducting home visit and explaining the problem and product we can connect to them through video conferencing using this app.

Plutus helps executives to connect to parents and show them all the services that Lido provides and explain them why is it important for their children during these lockdown times and how their learning is also important.

After calling when we confirm a particular time slot to a parent then Business Development Executives had to schedule a meeting 30mins prior so that a proper classroom can be made and we can interact with the students.

For starting the class we had to enter our official mobile numbers on the teacher dashboard and a similar web page link for student login was sent to the parents and they also had to enter their mobile numbers and some basic info in order to be secured the organization sends the otp to the respective numbers and after that the student comes to the basic classroom model which we provided earlier in our product.



Fig. 7
Plutus dashboard

4.1.3 SALESFORCE:

Salesforce is a cloud-based software company headquartered in California. It provides customer relationship management (CRM) service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.

For every BDA(Buisness Development Associate) an email is provided by the organisation that is username@lidolearning.com, which is also used to login into the salesforce account.

Once logging to the account all the details are reflected in the account.following are the details shown in BDA's account-

- Leads assigned
- Changing lead's status into-
 - New
 - Positive
 - Qualified
 - Rescheduled
 - DNP(Did Not Pick)
 - Not Interested
 - Disqualified
- Converting New, Positive and Qualified leads to home conduction booked stage once the parents agree on having the home visit that was the first priority and then converting them to opportunity.
- Once the opportunity is created,and the sale is done after the home visit –all the details of the student and the parents are filled in the salesforce account ,this process is called order PUNCH-IN.
- The next step is done by the team operations-to verify all the details filled and to check the finance background and the address details.
- Once the order punched is successful and all the details are verified the operation manager, the sale is said to be booked.
- After the sale is done it will get reflected in your salesforce account and will be updated to the performance monthly chart of the individual's account.

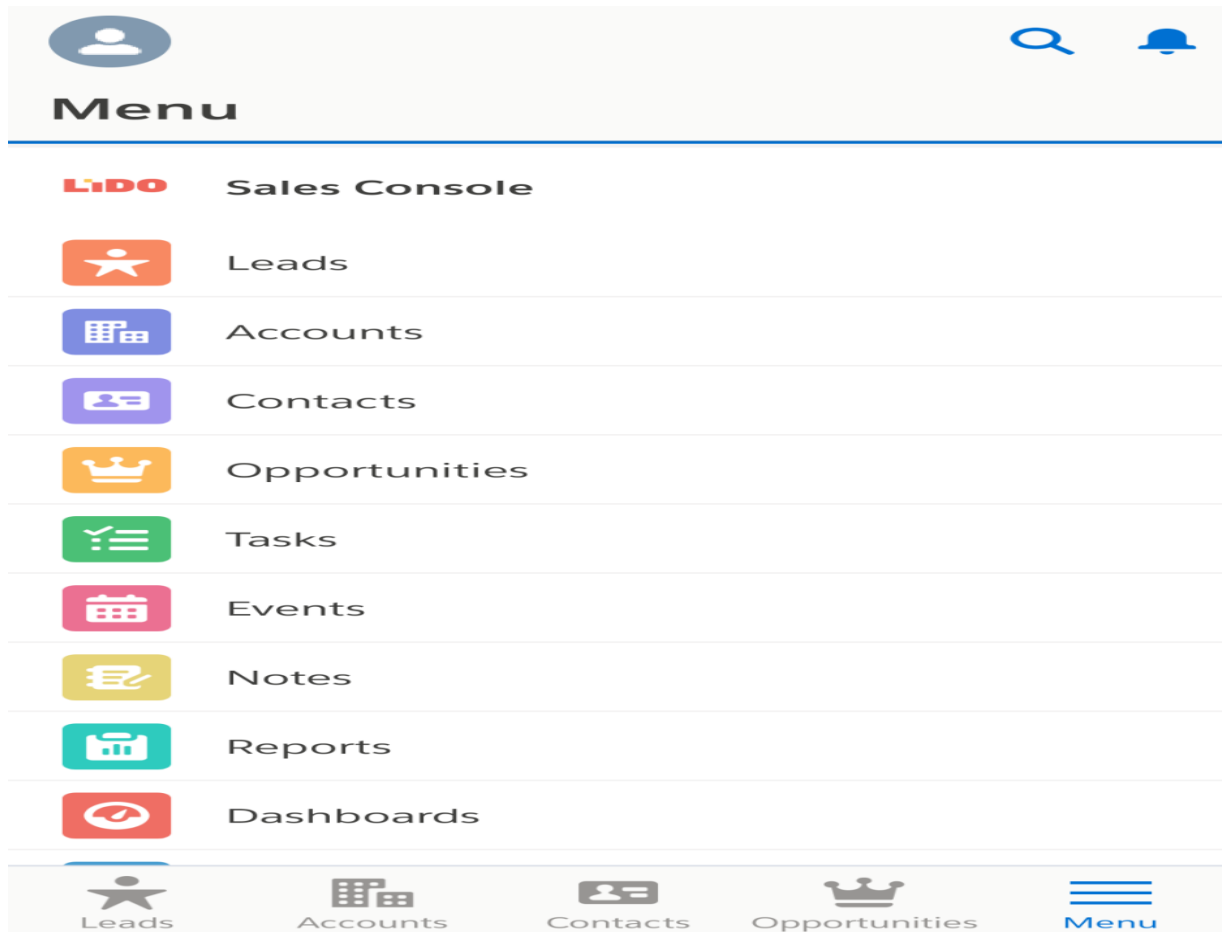


Fig. 8
Salesforce dashboard

4.1.4 AMEYO:

It was an application that is used by Lido Learning to track the call time and the pitch of its Business Development Executives specially during the lockdown period.

In this application we have to login through our respective email-id's and enter the phone number that we were using to call the customer then through this application we had to make call.

To make a call we had to dial the numbers in this application and then we would receive a call from ameyo servers which were dedicated fully for our organization, then from the servers the customer would get a call and the number of the ameyo server would reflect in their phones.

The whole call was recorded and was used for quality improvement because our managers would listen to them and tell us how to change the pitch of calling from person to person.

The managers were also able to speak in between the call which only we were able to listen and not the customer so in case there was any problem in the pitch or anything missing they could properly guide us through.

Since, there was a proper task of calling so it would also help the managers to keep track of the call time of each member as it was necessary for attendance .

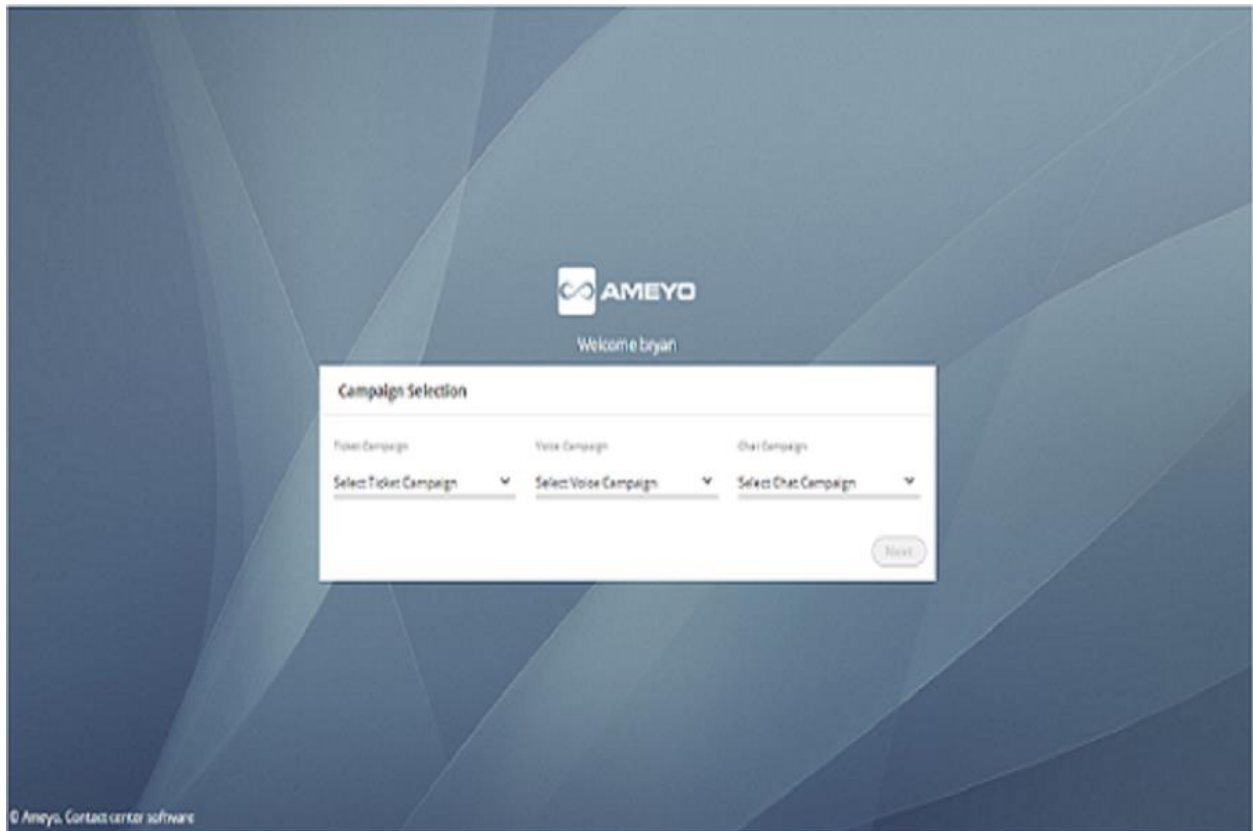


Fig 9
Ameyo

Refund and cancellation policy:

A student/ parent may apply for a refund **only** within the trial period of 15 (fifteen) days which shall commence from the date of attending the first class.

From the 16th day onwards, the student/parent will not be eligible for a refund of the course fee + education kit.

The decision of the Company regarding the eligibility of a student/parent to claim a refund pursuant to the said period of 15 (fifteen) days shall be final and binding. The Company will issue refunds at the earliest to those cases which are eligible for a refund, to the account through which the payment was made except in cases where the customers have paid by cash, to the account whose details shall be provided by such customers

The Company reserves the right to withdraw any of its products without prior notice. In such an event, the customer would be offered an option to opt for an alternate product/course or a refund of the amount paid to the account through which the payment was made except in cases where the customers have paid by cash, to the account whose details shall be provided by such customers.

If at any point of time, the government further increases/revises tax rate, the extra amount of taxes will be borne by the customers from the date of enforcement of such act by the government.

CHAPTER 5

OUTCOMES AND CONCLUSION

Data analysis play a crucial role because it will give the insight regarding lead's conversions and how to more optimize the results. Now a deemed success is defined in a manner of conversion of "1 in 10 generated leads" and this benchmark is set by the organization with analysis of previous data. Different metrics like "lead generated, out of which how many are pitched and how many have been sent to the sessions and after that how many are converted and that's how these metrics gives us the performance metrics of every individual combining to the performance of the whole team. Now, after 4 months it was analyzed through the help of quantitative data available in the form of excel sheet that out of 72 leads generated in a month, almost 36 were pitched and 18 were taken the session and 1-2 on an average basis were the lead conversion and that helped us to reach on result driven and find out the business matrix. Now, there were 30 different stages which gives an individual a chance to grow every day and look us for her performance and also to analyze the performance of certain set of customers so as to reach the optimization as soon as possible. Starting with the very initial stage is the stage of-

1. Zero Response – Leads Contacted aren't able to revert back on the particular day from Day 0 to Day 2. After the Day 2 they are called dead. So according to analysis only 2-3% of the leads very on Zero Response.
2. Pre-Counseling – Very initial stage of counseling where the student gets himself/herself introduced and Counselors generally tell them about the process of Edoofa. And it has been seen that very few students at pre-counseling left the counseling so on an average of 1-2% leads remain on the stage of pre-counseling.
3. Documents – Now at this stage, academic Counselors ask students about their documents. Now this stage on an average act as lead filtration since many students were not found eligible according to the financial conditions and most of them aren't able to show their documents because of any other reasons. So, results have shown that almost 20% of the leads get filtered after this stage.
4. Course Finalized – At this stage students get a sense of belief that they would be having a sense of achievement but sometimes very few students get along with the flow that they want the course which won't provide them the actual value and return of investment they would be making in terms of education. So, on an average of 1% students get filtered here.

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- Wikipedia
- www.aakashitutor.com

SPR10

ORIGINALITY REPORT

18%	8%	1%	12%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Jaypee University of Information Technology Student Paper	9%
2	www.lidolearning.com Internet Source	2%
3	play.google.com Internet Source	1%
4	Submitted to CSU, San Jose State University Student Paper	1%
5	www.aakashitutor.com Internet Source	<1%
6	Submitted to Ho Chi Minh University of Technology and Education Student Paper	<1%
7	cdn.filestackcontent.com Internet Source	<1%
8	Submitted to Western Governors University Student Paper	<1%
