

LIDO LEARNING

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

BACHELOR OF TECHNOLOGY

IN

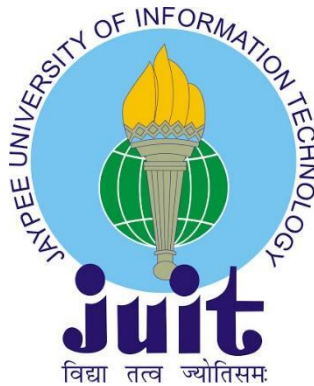
ELECTRONICS & COMMUNICATION ENGINEERING

BY

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UNDER THE GUIDANCE OF

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DECLARATION

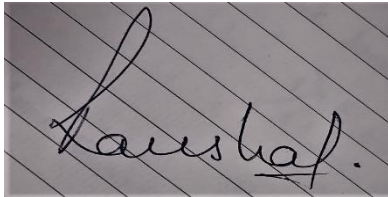
We hereby declare that the work reported in the B. Tech Project Report entitled “**LIDO LEARNING**” submitted at **Jaypee University of Information Technology, Wagnaghat, India** is an authentic record of our work carried out under the supervision of **Mr. Rythem Kaushal [Manager-Business Development]**. We have not submitted this work elsewhere for any other degree or diploma.



Riya Tyagi

161057

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.



Mr. Rythem kaushal

[Manager Business Development]

Date:

Head of the Department/Project Coordinator

ACKNOWLEDGMENT

The internship opportunity I had with Lido Learning was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I express my deepest thanks to Mr. Rythem kaushal, [Manager Business Development], for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation in the future,

Yours Sincerely,

Riya Tyagi

PREFACE

In this internship report I will portray my encounters during my entry level position at LIDO LEARNING. The temporary position report contains an outline of LIDO and the exercises, errands and ventures that I have chipped away at during my entry level position. Composing this report, I likewise will portray and mirror my learning items and individual objectives that I have set during my entry level position period. In arranging this report, I have expected to give a blend of hypothetical methodologies and strategies for executing them in the realm of business. I have attempted to find the connection among hypothetical and reasonable sort of information. I have attempted to overcome any issues between hypothetical presumptions and viable necessities. During the whole course of our scholarly investigation we stay occupied with hypothetical learning where the essential target is scholastic achievement. A brief information on the cutting-edge business field must be accomplished through the logical usage of speculative thoughts, which we gain from our scholastic exercises. With these targets, I have put forth all potential attempts and the vital examinations to present this paper in an edified structure in a brief timeframe. I have attempted my level best to kill mistakes from the paper. As I needed to finish my entry level position inside a brief timeframe so the investigation concedes its impediments. The report initially will give a diagram of the undertakings finished

Report will likewise expand on the future works which can be convinced as a progression of the present work. I have attempted my best to keep report straightforward yet actually right. I trust I prevail in my endeavor.

End: In audit this temporary job has been a magnificent and remunerating experience. I have been connecting with such a significant number of individuals that I am certain will have the option to assist me with circumstances.

1.0 Introduction

Education has been an age-old need and thirst of mankind. The legends have been witnessing to the genius and masterminds who could excel at their domains. Changing times have seen major educational reforms. The current era of education can be easily termed as Education 4.0. With the advent of industry 4.0, the kind of demands for skills and concepts changed entirely. Despite the tested traditional methods of education, the gap between the demand of skilled and employable manpower by industry and the educated youth of India has remained unfulfilled.

This created a need for introspection into the methodologies of teaching in a bottom-up strategy. When studied, the problem was found at an elementary level stating that usually not enough attention was paid to concept building and skill development at the early and middle school level; a stage when kids actually develop their study habits, study patterns and build basic concepts. When not given proper guidance and exposure to proper methods of study and good study pattern at the right age, students and teachers both resort to the traditional idea of rote learning.

Students are not introduced to interactive methods where their visualisation and creativity comes into play and help them understand things. This led to conceptualisation of concept of smart classes in schools where teachers could actually show kids what are the things they study. The concept grew bigger with more and more schools adopting it for all levels of classrooms, but this proved to be of great success with primary and middle school. Smart classes met with functional problems at schools- the teachers were not trained enough to use them; it took time apart from regular curriculum to conduct classes on those platforms. So, the regular platform of studies eventually became a recreational educational tool to which kids are now subjected to maybe once or twice in the week or fortnight. [v]

Despite all the attempts at schools, one thing that remained unchanged has been the tuition system having a market as big as schools. Every 9 in 10 kids are put into the habit of being taught after school by any tutor. This number has only grown with time making these tuitions and coaching's a mandate for the students, an indispensable part of curriculum rather than a study aid. Children have been made so accustomed to this concept that they have mostly given up self-study and exploration in studies.

The array of issues with the tuition system that mainly comprised improper attention to students, sub- standard study materials, overpricing, vague syllabus, improper monitoring of progress etc.

led to inception of online teaching methodologies in early 2000's. With the sudden boom in EdTech industry in 2011 by incorporation of high-end computer-based technologies to make learning more interesting and understandable for students of all ages, it now became easier for

parents to provide standard and monitored content to their kids at the convenience of homes. After multiple surveys, still it was seen that despite availability of sufficient tools, children took resort in local tuitions, which whole-heartedly promoted rote learning and marks-orientees among students defying the actual purpose of education. [v]

This basic idea of revolutionizing online live classes for kids of classes 5th to 9th with interactive conceptual methods of teaching by Rockstar teachers was the founding principle behind LiDo, the learning doorway. This Ed-tech start-up imparts knowledge for the middle school kids, as well as provides an enriching learning experience with its features and teachers to imbibe in-depth concepts in utmost simplified manner into kids. The use of artificial intelligence (AI), animation, and simulation technologies to build an interface that could help young minds perceive their syllabus in a more application-based manner rather than the usual useless rote-learned-and-forgotten manner that most Indians are used to.

Working at LiDo has been a complete joyous and enriching experience where I got the chance to actually contribute to the improvement of the product and the customer base along with customer retention. It has been a highly energy-intensive environment where every person constantly strives to improve the value proposition of the product in the market.

2.0 Review of Literature

2.1 Background

Since the times indefinite, education has been an undiminishing priority of the human race. With the advent of civilizations, industries and technologies, newer arenas are sophisticated domain have paved their ways into human interests. Humans have continuously evolved in terms of discoveries, sciences, arts, however, the methods of imparting education or knowledge has still remained redundant to either unorganized methodologies, community-based education methodologies or largely unrevised literature-based formal education methods.

The classical system of organized limited curriculum-based studies has not seen much touch-ups as the changing world would have needed. The pattern can definitely be considered the cornerstone when it comes to forming the basics of any child for the process of learning, but when it comes to the pace in which the technology and disciplines have evolved and the kind of understanding that goes into acing these demands the existing teaching methodologies to undergo a complete overhaul.

The demand had been largely unmet with only few curriculum-based revisions and introduction of new technologies and computers to the curriculum, not touching the methodology-based revisions on the whole. This was addressed in the early 2000's, which saw an upcoming of institutions which tried to use technology to reach out to issues faced by students who wished to ace their subjects, via concept oriented novel study methods.[v]

2.2 History

Education has been an ancient necessity of mankind. Developing systems to enhance learning has been of utmost priority to men. After all no generation can be suitably groomed for the duties they need to perform in the world without education. Every parent generation imparts its accumulated knowledge into its successors, who generally make them increasingly better over their years.

Today, schools are synonymous to education given that it is the most important part of formal education experience for any child. It is the school where most of us have learnt to read, developed our social interaction skills and encountered authority that does not come from either of our parents. Viewing it from a historical perspective, humans have always improved on their

abilities of organising, storing and transmitting knowledge into sounds and language. Word of mouth communication was the only type of education that existed for men prior to the advent of technology. The hunter-gatherer communities that invented agriculture over 10,000 years ago relied on word of mouth communication for the acquisition of the vast knowledge concerning the plants, animals and land from people and generations, only formal education upon which they depended.

‘School’, originally a Greek word, actually means leisure. The records about the first operated schools were seen in ancient Greece scriptures which date about the 4th century BC. Back then, the schools were accessible only to the aristocrats and it was assumed that learning was synonymous with leisure. The other prominent examples of formal education in the ancient world were evident in the middle east, China and India. Their general educational systems emphasised greatly on reading, writing and primarily on mathematics. In those times, the primary means of learning and passing on of learning by the people used to be speech, which made accurate memorisation the most critical skill. [v]

Educational standards in ancient Greece stand out during their era because of their diversity in domains. Greeks were the first to create different primary and secondary schools. They gave a lot of emphasis on physical education from an early age, although not for health reasons but because it was considered necessary for the improvement of a person’s appearance, for proper preparation for wars, and ensured good health at an older age. Roman schooling also followed the Greek model. In ancient Rome, the schools were small and only for privileged boys who learnt grammar. After schools, these boys attended rhetoric schools so as to prepare themselves for public life.

Educational technology in the ancient world could be said to come into play when demand for writing actually came into being. Then came the development of writing tools that students and teachers could use. Thousands of years have witnessed various different surfaces across the continents being used as a medium for writing. The primary ones include Romans’ wax-covered writing boards, middle eastern clay tablets, South-east Asian thick palm-like leaves, common bases like parchment that were made out of animal skin, and bark strips from trees as writing bases in Indonesia, Tibet and the Americas.

From about the 8th century, after the Roman empire had fallen, education had befallen the religious establishments’ responsibilities throughout the ancient world. After the disruptive invention of printing by the end of the middle ages, schools had become common in many European towns and villages. The Europeans intended to ensure all children could read and write irrespective of social stature. Thereafter, by the 15th century, schools had almost developed as the education system which can be recognised even today.

Aided by the printing press, schools gradually developed curriculums where subjects that were considered most important by the administering bodies were taught to the students. Mid of 1600's saw the introduction of the pencil and the modern library concept, which marked the first educational technology examples. The 19th century witnessed the advent of printed textbooks and improved writing tools for teachers and students. The other notable tools became the blackboards and chinks, as well as the ink pens prevailed over pencils. Learning had been primarily focused on the curriculum until the late 1900's rather than the child. Thus, for numerous children compulsory education had become a monotonous affair, characterised by rote-learning and memorization.

The 20th century brought about sweeping changes in politics, economics, science and technology, which rapidly casted its shadow onto education. The 20th century has been a vital period in the revolution of education. Apart from the transition to a progressive pedagogy, digital technology has had a massive impact on education. Marking the second main wave of disruptive technology, digital technology like computers, internet, and Learning Management Systems (LMS) have fundamentally revamped how educational institutes and educational systems function.

2.3 Ed-tech

The progressive education and digital technologies taken together have brought us where we are today - a flipped learning model, where students have become more autonomous and active about their own learning.

Ed-Tech (or educational technology) is the sub-sector of the massive education market which utilises multiple technologies to make education more approachable and accessible to all. The amount of investment made in this domain by the giant investors all around the world is evident in itself of its huge potential and market. The current fraction of the complete market size that has been occupied by the Indian EdTech sector is barely a minute drop in the ocean. This sector boasts of creating maximum number of job opportunities for people with the massive untapped section of people.

The new 'Sunshine industry of India', educational technology promises returns to investors like no other domain. If we analyse one domain at a time and try to find out Indian companies being in the top five of the worlds, we would hardly have one or two domains where an Indian firm holds a position among the best. Although, when it comes to EdTech, it boasts of being the sole sector where Biju's, one of the pioneers, is the world leader (largest privately held ed-tech firm in the world). The sector is in its nascent state right now. It holds enormous potential in terms of unmatched user experience and uniformity of educational opportunities that it has been providing to its users.

2.4 Reasons for Success

As per global data of 2018, the total education sector in India was estimated to be approximately 10 million dollars. However, the digital education market was sized only at 5 to 6 billion dollars, i.e. only 2-3% of the whole. The market which catered 2 million students back then is currently catering to more than 10 million students. The projected market is said to grow at a rate of 20 to 25 times of what it is today. However, with the current situations prevailing, the increased acceptance towards online education clearly indicates the explosion in the amount of revenue and business that the industry is about to witness in the coming months let alone the years.

Any person analysing the trends of funding of start-ups globally would be amazed to actually find the amount of money that is being specifically put into Indian EdTech sector by all the financial giants of the world. More than USD700 million have been invested into Indian EdTech firms so far. One may wonder as to why would someone be putting so much money in the educational domain even in the pandemic struck world? As per the analysis done for the report, major reasons for the sustainability and boom of the EdTech sector in both India according to me can be credited to the following factors:

1. Societal structure
2. Offline education infrastructure
3. Internet penetration
4. Population demographics

2.5 Primary players (India)

The flourishing educational technology market contains close to 250 major players with new ones being added every other day. According to the recent report, the Ed-tech market in India has witnessed an uprising of 4450 ed-tech start-ups in the ecosystem within a span of mere 6 years (2014-2020). Out of them, only 4% could be still seen surviving in the same. However, the major player in the sector has been Byju's, holding the largest market share for a good 10 years span of time. There have been multiple reasons stipulated for this trend.

A described comparison of few key competitors in the market are provided in the Table.

S. No.	Competitor	Pros	Cons
1.	Byju's	<ul style="list-style-type: none">● Adaptive learning, chat support for doubts● Class 1 onwards	<ul style="list-style-type: none">● Packages can't be modified after sale. E.g. if a person takes up pcm package after 10th and later switches to pub, biology won't be available● Poor post sale support

2.	Meritnation	<ul style="list-style-type: none"> ● Doubt clearing classes, ● 24x7 chat support for doubts 	<ul style="list-style-type: none"> ● Fortnight reports to parents ● 6-12th classes only
3.	Extramarks	<ul style="list-style-type: none"> ● Diversity of subjects, boards ● and language ● (bilingual) ● All classes from nursery to competitive levels 	<ul style="list-style-type: none"> ● ●Online videos for streaming only. Can be saved ● offline only till ● subscribed with the app.
4	Toppr	<ul style="list-style-type: none"> ● Simultaneous ● preparation of all Olympiads, live classes ● Bilingual ● Encompasses multiple state boards as well 	<ul style="list-style-type: none"> ● Class 5th onwards
5	Vedantu	<ul style="list-style-type: none"> ● Free live demo classes ● 1 on many ● classes option ● Free study downloads ● available ● IGCSE and IB also available 	<ul style="list-style-type: none"> ● More focussed towards board classes as well as competitive exam ● preparations ● No 24x7 support ● not interactive classes

6	Aakash	<ul style="list-style-type: none"> ● Class 8th to 12th ● Live classes, video lectures and practice test series options available one to many platform 	<ul style="list-style-type: none"> ● Video lectures mainly. Live classes packages are offered as separate entities and not as part of similar teaching methodology package
7	Khan Academy	<ul style="list-style-type: none"> ● Free Almost all subjects for classes 9th and above ● Bilingual for maths and science (available in Hindi also) 	<ul style="list-style-type: none"> ● Content not designed as per any standard board, neither board options available ● Not all subjects for all classes available
8	Unacademy	<ul style="list-style-type: none"> ● Free and paid content available ● Multiple subject tutorials available for free 	<ul style="list-style-type: none"> ● Only CBSE board class 9-12 option available ● Focussed towards competitive examination ● Live interactive classes only for paid subscribers
9	cuemaths	<ul style="list-style-type: none"> ● KG-6th classes physically at nearby centre ● 7-10th live online classes Can select the topics one 	<ul style="list-style-type: none"> ● No video aids ● Teach only maths

		wishes to cover	
10	Abacus	<ul style="list-style-type: none"> • Basic maths and arts taught to primary and middle school students mainly. 	<ul style="list-style-type: none"> • Focus on only basic maths
11	Local tuitions	<ul style="list-style-type: none"> • Live physical classes Overall environment of competitiveness • created in a class-like scenario 	<ul style="list-style-type: none"> • Over crowding • Lack of attention to issues faced by students
14	Classroom Programs	<ul style="list-style-type: none"> • Live teaching, doubts clearing, overall grooming 	<ul style="list-style-type: none"> • May not pay attention to individual needs and progress of every student • Prone to bias

15	Robomate	<ul style="list-style-type: none"> ● Recorded video lectures on all subjects from classes 8-10 Added attention to commerce ● students of 11 and 12th 	<ul style="list-style-type: none"> ● No live classes No Board customisations available
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Table: 2.1 Primary Players

3.0 INTRODUCTION OF THE COMPANY

3.1 LIDO LEARNING

Set up in 2019, LIDO is an ed-tech organization upsetting proper study hall training through a one of a kind and vivid online study halls for each youngster in India. With the energizing and fun online classes for understudies, it has fabricated the Lido experience: bleeding edge content with vivified recordings and intelligent games, a customized stage for schoolwork, tests, challenges, and motivated understudies. Catering students from classes to 5th to 9th currently,

LiDo completely takes care of fundamentals and higher conceptual understanding of kids in the subjects of mathematics, science and English for now.

Brainchild of Sahil Seth, LiDo offers one to many classes with aptitude based batching and live, interactive teachers. Sahil, who has been associated with the domain for years now, along with his technical team, created the live product within just twenty-three odd days. Since then, the services have seen constant upgrades every day. Right from incorporating right ethics and right people, LiDo has taken proper care to hold together its services, customer base and team in order to escalate its growth.

Company at a Glance

S No	Particulars	Details
1.	Name	LiDo Learning
2.	Parent Company	Quality Tutorials Pvt. Ltd.
3.	Logo	
4.	Address	B-55, Sector 2, Noida, U.P. 201301
5.	Headquarter	Lower Parel, Mumbai, Maharashtra.
6.	Website	www.lidolearning.com
7.	Email	care@lidolearning.com
8.	Type	Private

Table: 3.1 Companies Inside

3.1.1 Unique approaches

- **Gamification:** Concepts of gamification enhances the user engagement, especially amongst the kids that the company caters (class 5th to 9th). Gamification is provided on the application in the form of simulation of concepts, incentive-based learning, level advancement badges and other features like spotlight and coupons. This drives user engagement and increases knowledge acquisition among the kids.

Hybrid channel approach: Lido adopts a hybrid channel approach where a collaboration of online and offline channels to provide ubiquitous content and learning

- The offline factor: Offline features accentuate their online components to provide value addition to the impact that the services and overall learning experience that is being provided to the student of the tender age.
- Continuous learning: Overall learning via an online medium like LiDo evolves the concept of continuous learning in a child. The child gets to waste less of his time and never runs out of content. Also, the amalgam of online and offline features ensure that the child is fully able to practice the concepts on his own and also promote self-paced revisions.
- Technology put to work: Big data and Artificial Intelligence have assisted in LiDo in design of customized content for every individual student.

3.1.2 USP of learning at LiDo

- Rockstar teachers
- Live, discussion-based classes
- Aptitude based grouping
- Unique engaging content
- Unlimited personalised practice

Exposing kids to an online medium of studies on a regular basis has shown kids to emerge as stronger and responsible individuals. Since they manage all the aspects of the education on their own, they are taught time management, responsibility, ownership of studies, which is primary in driving away boredom and rote learning. Conversing in a class with teachers and other students on a regular basis makes the child habitual of understanding, accepting and rectifying his/her own mistakes.

- **Self-paced revisions.**

Kids can slow down when they're learning a new concept or they wish to practice extra. Also, they can speed up when they are well versed with a topic

- **Sophisticated self-selected revisions and learnings.**

The curriculum for any batch at LiDo is designed in a fashion where kids are allowed to move back and forth within their entire course. Sophisticated simulated gaming activities enable children to skip topics they have already covered and focus on the ones they're to learn. They deliver the right level of education for the user. Though the teacher teaches a curriculum in a linear method, the students have sufficient material at hand to manage the walk through the curriculum on their own if needed.

- **Self-directed learning games encouragement.**

When students study in a manner that interests them, they take ownership of their excellence at the topic. They try to explore as much as can. In a well-designed simulated experience in their library section of virtual class, they get to choose various tools that they use to learn and develop proficiency. This eliminates the concept of forced learning, which is something LiDo is dedicated to eliminate from the younger students.

- **LiDo supports a range of learning styles.**

Its unique aptitude-based batching accommodates a wide range of learning styles where the instructors use varied methods to cater different learners. Children learn in an interactive way - visually and verbally participating in the class, learn by doing or engaging in in-class activities. Thus, LiDo caters every unique learning style to every unique kid.

- **Real-time assessment.**

Real-time assessment of students' progress is done. Progressive feedback is sent to parents on a daily basis according to teachers' feedback of the child on that particular day. Regular assessment keeps a student rightly challenged and well monitored by the parents at home as well. This improves a child's overall scoring and school results with deep understanding at the conceptual level.

- **Learning happens at a regular pace.**

Having a regular class covering a professionally prepared curriculum in conceptual manner at a daily level gives a child a sense of fulfilment when a hefty amount of course is done. Also, a regular class ensures that the child is in constant touch with concepts. However, the child has a leverage of revising things at his own pace and even gets back to it at his own convenience

- **Enhances technological and communication proficiency.**

These traits stay with a child not only for the duration of studies, but also for entire life as these traits are vital for a child of tomorrow.

Advantages	Inside the class	Outside the class	Parents benefits
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<ul style="list-style-type: none"> ● Interest Creation ● Concept Clearing ● Time Management ● Adaptive Learning Personalized approach 	<ul style="list-style-type: none"> ● Interactive class (1 hour, 5 times a week, thrice for math and twice for science) ● Rock star Teachers (Multilingual, Best Teachers across India) ● 1:6 (Personalized Learning experience, attention to detail, live interaction through video, quizzes, games and activities) ● 10 minutes of discussion at the end of the session as to what they have learnt today ● Discussion and Doubt clearance (on spot) ● Personalized Homework according to class participation and performance ● School homework help ● Discipline Monitoring (Red Card, Gold Star) 	<ul style="list-style-type: none"> ● Personalized homework ● Practice quizzes ● If the kid is not able to solve a problem he will be redirected to a Step-by-Step approach, even if they are unable to do it, they will be redirected to the videos where they can learn the concepts again. ● HOTS for above average students ● 50000 questions as a question bank for practice ● Gaming Library (where the kids can learn while playing a game) 	<ul style="list-style-type: none"> ● Report after the class regarding the kid's performance (Attendance, Attention, Participation, Performance) ● Academic Advisors (available on parent's request) that help parents understand how their children are performing
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Table: 3.2 USP

3.1.3 Growth

Within a year of its inception, LiDo has touched various economic benchmarks in terms of performance, market share, revenue generation and extending its happy customer base.

Table. Journey so far for LiDo learning.

Customers	Tutors	LiDoites	Investors
.0 to 2500+	0 to 500+	20 to 900+	0 to \$10.5 million
Presence across 15 cities	Presence across cities 40+	Offices in Mumbai, Delhi, Lucknow, Bangalore & Indore	<p>China BAce Capital (backed by Alibaba)</p> <p>Germany Picus Capital (backed by Rocket Internet)</p> <p>India Madhur Deora (President, PayTm) Ronnie Screwvala (Chairman, UpGrad) Ananth Narayanan (CEO, Medlife) Vikrampati Singhania (MD, JK Tyres) Anupam Mittal (CEo, Shaadi.com)</p>

Table: 3.3 Growth

4.0 VARIOUS DEPARTMENT AND THEIR FUNCTIONS

As a successful startup Lido Learning is the one of the top Ed-tech company in India right now. With the hierarchy and department chart it follows, Lido Learning gives all the credit to its employee who works in their specific field and to make the several processes function smoothly.

Here is the main departmental flow of Lido Learning in its respective order:

- Sales and Marketing
- Logistics/Operations
- Tech Support
- Content Development

4.1 SALES AND MARKETING

Sales incorporate "tasks and exercises engaged with advancing and selling merchandise or administrations." Marketing incorporates "the procedure or method of advancing, selling, and dispersing an item or administration. "These announcements feature two parts of the deals and showcasing relationship. The obligations of each gathering are firmly connected. Showcasing has a crucial job in supporting deals.

By and by, the promoting division will in general bear duty regarding bringing issues to light about an item and creating great leads for a business group. A "showcasing qualified lead" is a lead that meets certain models set out by an advertising office. A "deals qualified lead" adds to the underlying specifications set out by showcasing to help locate the most noteworthy worth possibilities.

Now and again, a business division may gripe that advertising leads don't satisfy the guideline set out by the business group. Be that as it may, the potential for struggle too speaks to an open door for cooperation. The more viably the two groups can share thoughts, the better adjusted their definitions are probably going to be.

4.1.1 Sales Responsibilities

Follow up: A key deals work is catching up with the leads produced by an advertising division. Effective organizations ordinarily build up an organized handoff process with the goal that each showcasing qualified lead gets proper and convenient follow-up from a business colleague.

Relationship building: The time of the "hard offer" keeps on blurring. Present day deals center around relationship working to help make trust between a purchaser and merchant. Successful salespersons can comprehend the necessities of the purchaser and build up an enticing—yet not pushy—message to help separate the organization's item.

Closing: Most salespersons are decided by their capacity to transform leads into clients. While some may imagine an eye to eye meeting and handshake as the end of a deal, numerous organizations likewise close deals on the web or via telephone. This can widen the obligations of bringing a deal to a close to more workers.

Retention: Deals and advertising have obligation regarding improving customer maintenance. By checking in with a current customer, a business colleague can help show an enthusiasm for long haul customer achievement, not only a one-time deal. The progressing exertion to assemble solid connections can help improve maintenance and lead to "upsells"— extra deals past the underlying buy.

4.1.2 Sales Techniques

Constraining the chance: The possibility of a "restricted time offer" is regular in retail, yet making a feeling of shortage is a strategy utilized in numerous ventures. A constrained open door might be restricted by time (for example an offer useful during the current month just) or accessibility (for example the keep going pickup on the part).

Concentrating on torment focuses: A compelling sales rep can outline the advantages of an item or administration in regards to the requirements of a customer. This implies understanding the everyday difficulties a customer faces and concentrating on how an item can unravel those issues. An accentuation on torment focuses can likewise help fabricate a relationship by demonstrating a salesman's enthusiasm for a client's concern.

Making the assumptive close: The assumptive close is a business strategy that changes a solicitation for a "yes" into a "no." For example, as opposed to asking, "Would you like to attempt this administration?" a sales rep may rather ask, "When might you like us to plan the establishment?"

4.1.3 Marketing Responsibilities

Mindfulness: A push to assemble consciousness of an item or administration is the initial phase in the business procedure. An effective mindfulness building exertion may enable a possibility to perceive a brand or item name or may guarantee an organization makes the waitlist for buying thought.

Commitment: Engagement endeavors expand on an underlying mindfulness crusade to extend a shopper's association with an organization or item. Promoting materials focused on commitment might be longer (for example a whitepaper or video) contrasted with an increasingly shallow mindfulness piece (for example direct mailer or radio notice)

Conversion: A change is the basic progress of a potential client from a mysterious individual to a known lead. For showcasing groups, a change might be the finish of a web structure, the prompting of a web talk, or a call to a client assistance line.

Retention: Considerably after a buy, a promoting group can enable a business to develop its recurrent clients. The maintenance capacity of showcasing keeps up mindfulness and commitment after a deal. This may incorporate email pamphlets or solicitations to online classes that help a purchaser get more an incentive from an item. The maintenance capacity of showcasing is particularly basic for membership administrations.

4.1.4 Marketing Techniques

Outbound marketing: Outbound showcasing speaks to customary "push" promoting. This incorporates TV ads, standard mail flyers, and cold pitching. Outbound advertising strategies regularly are powerful at creating expansive mindfulness among a segment. Notwithstanding, some cutting edge promoting methodologies question the capacity of outbound showcasing to build up the enticing, individual advertising messages that construct enduring organization client connections.

Inbound marketing: Inbound promoting shifts showcasing endeavors from "push" to "pull." The center thought behind inbound advertising is to attract potential clients by making showcasing materials that help purchasers. For instance, a speculation firm may offer a free online class on retirement arranging. Inbound showcasing will in general spotlight first on giving a purchaser something significant, instead of keeping up an internal spotlight on conveying an organization message.

The push to improve a deal and promoting office is progressing. Be that as it may, it starts with a comprehension of the job of each help so a business can build up clear and sensible objectives. From that point, the advancement of every office relies upon the ID of the correct strategies, which shift dependent on how a business wants to connect with its clients.

En route, innovation can help sort out the procedure and make it progressively effective. It can likewise assume a job in improving data sharing between the two divisions, which may help each arrive at their common objectives of more deals and a flourishing business.

4.2 LOGISTICS

Any fruitful business pioneer will recognize the critical significance of viably composed coordination's. Lido Learning comprehends that executing consistent coordination's is a key component in staying up with client requests and beating contenders.

Whatever the size of the business is, Lido Learning will need to develop and grow. That likely methods developing a territorial, worldwide or worldwide level. Whatever the business area or industry, coordination's can help cut on the expenses and time the organization spends to move items starting with one point then onto the next.

Gracefully chains are unpredictable and delicate as they rely upon continually changing client requests. A gracefully chain can't guarantee high esteem on the off chance that it is without viably sorted out vehicle. Therefore, coordination's is one of the most essential factors in the nature of any gracefully chain.

In the event that we take a gander at powerful vehicle done right, we may get the feeling that it "appears to be basic". It really requires a great deal of uncommon information, abilities and expert administration to get it look so easy. How about we not take the final product of good coordination's fool us—it takes a great deal of specific help to get it to stream so easily.

Successful vehicle improves a flexibly chain by diminishing (if not staying away from) misuse of materials and time. This assists flexibly with binding experts transport items and convey them to the correct area, on schedule – which is a need for any creating startup, for example, Lido Learning.

Offering some benefit to clients doesn't just allude to quality or amount. It likewise alludes to accessibility. As better coordination's makes your items increasingly accessible to an

expanding gathering of individuals, insightful business pioneers think of it as a significant device in making an incentive for clients.

Coordination's makes and builds the worth organizations offer by improving product, and guaranteeing the accessibility of items. So as to give more esteem, organizations either take a shot at improving their own strategic exercises or depend on experts.

With provincial exchange developing increasingly well known in Lido Learning, coordination's has become the core of gracefully chains. The organization has understood that it can diminish its expenses by building up associations with different organizations which offer transportation and warehousing.

At the point when organizations begin utilizing such administrations to redistribute transport and warehousing, they improve their general business productivity, now and again significantly. In the event that they let these accomplices assume responsibility for delivery their merchandise to end clients, this outcomes in a superior notoriety and a more grounded brand.

Coordination's is solidly and plainly characterized inside a flexibly chain. In any case, due to varying client requests, it must be continually developing so as to give better outcomes. Clients these days are bound to motivation shop utilizing a Smartphone, and be similarly as anxious about accepting their request.

With expertly composed coordination's, organizations can answer brief timeframe prerequisites. By picking an accomplished group of experts, business people can guarantee brisk and safe transportation, warehousing and conveyance of their items to clients. They can fuse these administrations such that enhances their offers, and guarantee their items get to the ideal spot on schedule.

4.3 TECH SUPPORT

Specialized help (technical support) alludes to a range administrations Lido Learning gives to its clients to its item, for example, Tablet, Sim Card having any equipment or programming issue. Specialized help benefits ordinarily give clients help in taking care of some regular issues as opposed to giving preparing on the best way to utilize the item.

Specialized help is normally conveyed over phone, through email, or over talk that the client can utilize to straightforwardly contact technical support. Specialized help delegates know about the intricate details of the items for which they offer help. On the off chance that there is a difficult that can't be illuminated by the technical support, it is raised to the advancement group and logged as a bug that ought to be fixed by a future item update or the following item cycle.

Specialized help might be conveyed by various advances relying upon the circumstance. For instance, direct inquiries can be tended to utilizing calls, SMS, Online talk, E-mail or Fax; fundamental programming issues can be tended to via phone or, progressively, by utilizing remote access fix administrations; while increasingly confused issues with equipment may should be managed face to face.

Specialized help is frequently partitioned into levels, or levels, so as to all the more likely serve a business or client base. The quantity of levels a business uses to arrange their specialized care group is reliant on a business' needs with respect to their capacity to adequately serve their clients or clients.

The purpose behind giving a multi-layered emotionally supportive network rather than one general care group is to offer the most ideal assistance in the most proficient conceivable way. Achievement of the authoritative structure is subject to the professionals' comprehension of their degree of obligation and responsibilities, their client reaction time duties, and when to properly heighten an issue and to

which level. A typical help structure spins around a three-layered specialized emotionally supportive network.

4.3.1 Multi-tiered Technical Support

The Technical help in Lido Learning chips away at the two-level framework/layers. The depiction of the levels is as per the following-

- **Tier 1:** Automated or self-administration arrangements that clients can get to themselves without the guide of the Help Desk. These incorporate computerized secret word resets, Web locales for mentioning ITIL backing, and information base query. Level 0 help is performed without the guide of a Help Desk expert.

- **Tier 2:** Filters Help Desk calls and offers fundamental help and investigating, for example, secret word resets, tablet arrangements, break/fix directions and so forth. A Tier 1 tech accumulates and investigates data about the client's issue and decides the most ideal approach to determine their concern.

The vast majority of the issues the client finds are the membership disappointment, Tablet getting bolted, entry actuation, establishment of Sim Card, Screen harm, Slow preparing of Tab, Battery seepage and different issues identified with Hardware and Software.

On the off chance that the Tier 1 and Tier 2 can't resolve the issue and the client needs a way to entryway help, Lido Learning illuminates and give the client the area of the local office for guaranteed help. Lido Learning additionally has the specialized gathering reachable at its office that can arrive at the client on schedule and resolve the issue. In the rarest cases, Lido Learning likewise replaces the item with the new item to break down the harm in this manner helping the client and investigating for the future complaints.

On the official page of Lido Learning the client can share every one of their questions, input, protests or any worries they may have about LIDO LEARNING programs.

"Our committed group will check and address your inquiries inside the following 24 hours. This is our guarantee!" This announcement alone shows how rapidly Lido Learning returns to its client to determine their issues.

Lido Learning realizes that giving positive encounters to purchasers can drastically affect their development. Be that as it may, frequently client care takes a rearward sitting arrangement to the day by day requests of maintaining a business.

Here are the four fundamental reasons why Lido Learning focuses on the Customer Care Service

–

- **Provides esteem** – Great client assistance program center around treating clients well, responding to questions, and surpassing their desires. This methodology helps Lido Learning connect with clients and manufactures solid connections.
- **Retains clients** – Keeping steadfast clients is way more affordable than getting new ones. Research shows that it costs around six to multiple times more to draw in new clients than to hold existing one. Fulfilled clients become given purchasers when a business is reliable. Research appears there is 60 to 70 percent probability that current clients will come back to make new item.
- **Creates supports** – Loyal clients give positive supports and online surveys that can help Lido Learning reinforce their image. A devoted client on normal is multiple times more important than their first

Research shows that individuals frequently settle on buying choices dependent on proposals from loved ones, instead of on publicizing messages.

One of the principle issues is poor client care. Purchasers become disappointed over little issues that are not tended to, for example, muddled correspondence, slow follow up on questions, or disregarded solicitations. These All these constructive outcomes of mentorship can demonstrate as a lifeline fabricating a viable model of arrangement through Lido Learning Classes.

Each understudy is doled out by a tutor. A tutor is fundamentally the guide. He/She will be there to help you at whatever point the understudy stalls out.

The understudy will be given the email id of the tutor. From the start, they will enlighten the understudy concerning the entire working procedure of tablet. As the understudy begins concentrating with the tablet, the coach will be close by.

Regardless of whether the issue is specialized/identified with the course they will clarify everything about the issue.



Fig: 4.1 Multi-Tiered Tech Support

4.4 PRODUCT DEVELOPMENT

The online entryway comprises of the two-fundamental hotspot for introducing its item or course – TABLET and Internet Connectivity (sim card).

Item Development is separated into three fundamental segments:

- **Content Development** – Lido Learning is known for the nature of substance it gives to its clients. The substance is worked with the reference of the different subjects and the grouping the subject follows in any educational committee. In this manner, the understudies discover the simplicity of experiencing the course in school and live-learning them at home. Presently, the substance should be clearer with regards to the clearness of the idea. For this a particular group of individuals sits together and manufactures the entire course information. Content is data. Furthermore, this data prompts the idea that produces into feelings and finishes as activity. This substance is in this way appointed to the instructors who consequently utilize these substances in their live classes.
- **Graphics and Animations** – Making study hall learning a lot simpler while sitting at home was the vision with which Lido Learning raised. Presently with the live classes Lido Learning understood that the useful vision will be increasingly helpful as far as learning. A decent visual communication ought to adequately impart the message of the sender to the intended interest group utilizing devices of visual correspondence. Later on, this choice demonstrated out to be the benefit for the organization.
- **Quality Analysis** – Now with the ideal substance and liveliness, there sits the administrative group to keep the item on target. The primary capacity of the administrative work area is to give the input from the perspective on the client. Therefore, it assists with improving. Different courses and de experiential learning

Following are the fundamental perspectives while building up the plan for the courses-

For Classes 5-8 (CBSE/ICSE)

- Focuses on reasonable learning with customized live learning programs.
- Mystery of ideas through customized learning ventures.
- Engaging video exercises from India's best educators.
- Application and incitement games to manage experiential learning.
- Programs custom fitted to each understudy learning rate and need.

5.0 The LiDo Application

5.1 Online Classroom Concept

5.1.1 Live Classroom personalized components

- 1 is to 6 max student ratios.
- Same aptitude, so it is the correct pace.
- Real time results - know where each student is going wrong.
- Attention tracking - whether each student is paying attention to the teacher, or to WhatsApp (coming soon).
- Gaze analysis - How each student is feeling (coming soon).

5.1.2 Live classroom – teacher

- Matched with student based on aptitude, language, subject, board.
- Answer all doubts.
- Explain the concepts.
- Breakdown each solution.
- Motivate the student - gold stars.
- Discipline the student - red cards.
- Gives feedback after each class.

5.1.3 Live Classroom interactive components

- Centralized content slides designed by our world class content team.
- Concept videos that explain the core points of each lesson in an animated form with real life examples.
- In class quizzes with live results.
- Activities to check for understanding.
- Immersive games with story lines that test concepts.

5.1.4 Outside the Classroom


Personalized Homework

- Teacher feedback after every class + performance data from every class is used to generate homework for the student
- Always have a Practice Quiz that covers learning outcomes from the lesson. Focus on where the students need additional help
- If students are struggling, they get remedial help and videos so that they can improve
- If students are doing great, they get challenges and Higher Order Thinking Questions - so that they keep getting better

Unlimited Practice with Solutions


- Exhaustive Question Bank of 50,000+ questions
- All questions are tied to Learning Outcomes
- When a student answers a question inside the classroom or after during HW or Practice time, Lido records how they did and pushes questions accordingly.
- Questions all have step by step solutions so that they know exactly where they have gone wrong.


5.1.5 Sample class report

 Science **LIDO**




Class Report

Today, Sharan learnt how to compare numbers that have different denominators.

 **Saturday, 21st November**

 **Plants**
Photosynthesis

Before next class, Sharan should:

-  Watch this video
-  Do this practice
-  Revise this lesson



Engagement tip:

When eating dinner, try cutting the food into shapes and asking what part of the whole; Try this experiment on how to make slime.

 **Attendance**
Absent



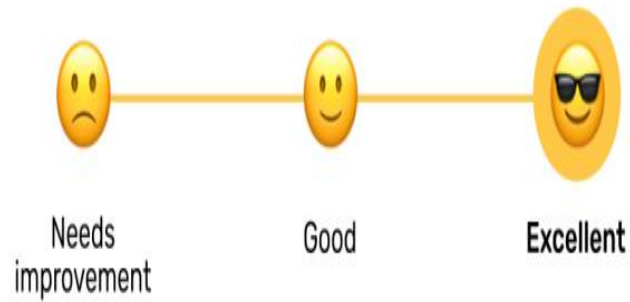
 **Attention**
Time off tablet: 1 minute



Fig: 5.1 Class Report

👋 Participation

Rewarded x3 ★

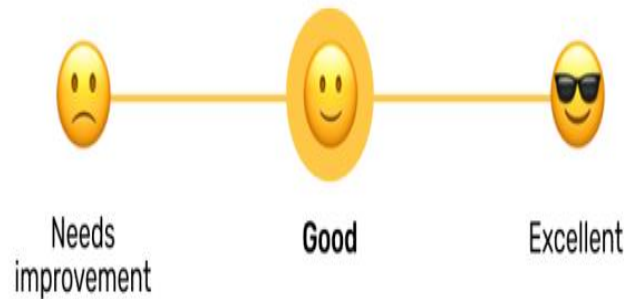


🎯 Performance

Questions answered: 3/5

Activity score: 10

Game score: 7



Sharan's next class is on:

Wednesday, 20th November at 5pm

For any academic queries, reach us at abc@lidolearning.com



Fig: 5.2 Performance

Chapter Report

Sharan has completed the **Photosynthesis** chapter. He is doing **excellent**.

 **Saturday, 23rd May**
 **Fractions**
1st January to 23rd May

This chapter had 5 lessons:

1. Place Value	14/06/19
2. Numbers Operation	16/06/19
× 3. Factors & Multiples (<i>absent</i>)	20/06/19
4. Rational Numbers	24/06/19
5. Whole Decimals	30/06/19

 Lesson performance

45/50

Questions answered correctly

Fig: 5.3 Attendance

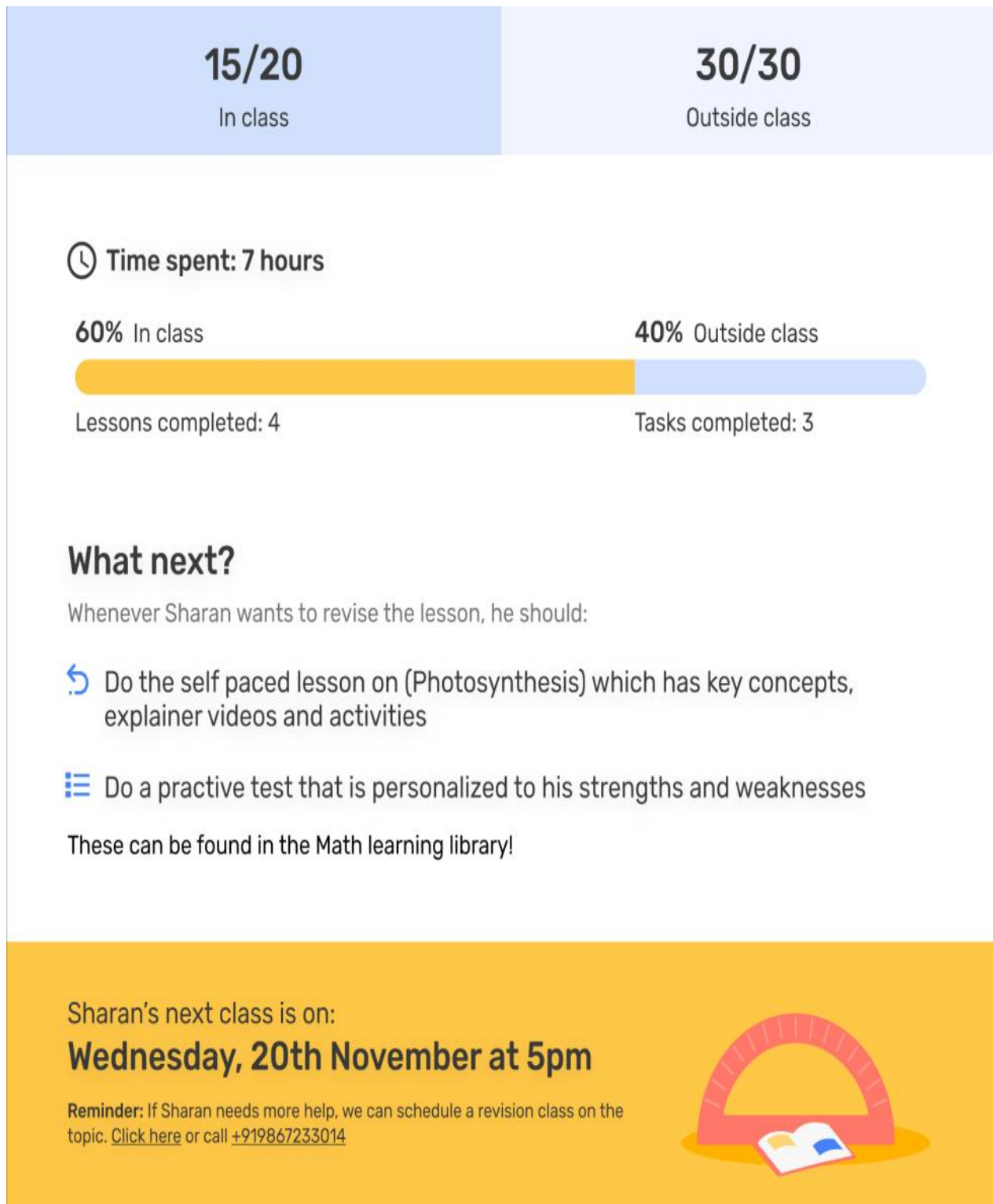


Fig: 5.4 Chapter Performance

6.0 Application Sale Procedure

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.

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:

- User Id
- Lead Id / Account Id
- Timestamp
- Location: 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 to have the information about the lead to have a better understanding of the case and lead the discussion accordingly:

- Source of Lead
- Father’s Name
- Father’s Occupation
- Mother’s Name
- Mother’s Occupation

- Tuition Status - Yes/No
- Olympiads given, if any
- Future Ambitions
- Address
- Registered Mobile Number,
- Alternate Mobile Number
- 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:

6.1 Student Details

The order starts with filling the details about the student. Some of the details will be prefilled with an 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 ii. School iii. Board - CBSE, ICSE iv. 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.

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

6.2 Subject Selection

The subject selection will be allowed for all the courses with preference given to relevant subjects.

Egg: 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.

Bundled purchases 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.

1. Multiple courses will have more discount than individual courses and is to be promoted
2. 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 - Eg: Student is in Class 8, and courses are selected only for class 9 or above.

6.3 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.

- a. All Batches Available: The user can choose any of the available batches.
- b. 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”
- c. Partially Available:

Eg: 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.

6.4 Tab Selection

There will be 3 options to select the Tablet:

a. 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 Tabs allocated to them.

Tab on the spot is selected,

I. There will be list of Tabs of which the user can select the model and serial number:

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

b. Deliver Later

I. Tech check to be conducted for the network.

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

6.5 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 the 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 2nd student.

6.6 Confirm Course start Date and option to delay start date

a. Show student wise course start date for as per the next class scheduled for the batches for which classes are starting this year

i. 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 there to select the dates accordingly. The trial period will commence as per the start date selected for each course.

ii. For Tab delivery, the next class is scheduled after t+3 days, considering the tab delivery as 3 days.

There should be an option to start trial before or after that.

b. 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

6.7 Financing Option selection

There will be 2 options for financing:

- a. Lump sum payment - Amount to be paid to be shown here.
- b. No Cost EMI: There could be multiple EMI provided 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 the EMI provider will determine the total down payment that needs to be collected.

I. Total order value is Rs. 90,000.

1. If Bajaj is chosen, then the EMI = 7,000 for 10 months, DP = 20000
2. If Zest + Bajaj chosen, then DP = 30,000; Zest EMI = Rs. 4000 for 10 months, Bajaj EMI = Rs. 2,000 for 10 months

ii. Field to enter the Loan application number and amount approved against each of the selected EMI options.

6.8 Payment Modes selection

Payment modes to be selected for lump sum/down payment amount.

- a. Cheque option to be disabled/not shown if the down payment if financing option is EMI
 - b. 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.

6.9. Order Summary

a. At this step, the order summary should be displayed in the sales app with a field to add OTP.

I. 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 want them to be rectified)

a. 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: I. Reject ii. Approve and Share OTP

b. Confirmation/Order summary details:

I. Name of the student ii. 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

a. Tab Delivery date (for deliver later)

b. Sim Card (Jio + phone number)

iii. Total price and amount (with discount) iv. Amount paid (Lump Sum OR Down payment) v. EMI vi. EMI due date vii. EMI partner ** Cancellation and rescheduling can be done at any time in the order booking journey.

6.10. Approval & Payment Collection

a. For online payment, the payment link is to be generated and sent to the customer's Registered Mobile Number for verification.

I. Payment status to be displayed on the sales product:

1. Unattempt/Failed: Please make the payment
2. Pending: Awaiting Bank Response
3. Paid: Congratulations, order successfully placed

- b. For Cash payment: Congratulations, order successfully placed, collect Rs. 2,000 Cash
- c. For online + offline: Congratulations, order successfully placed, received Rs. 5000, and collected 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

6.11. 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:

- a. User Id
- b. Lead Id/Account Id
- c. Disposition rubric
- d. Timestamp
- e. Location

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

6.12. Pricing

Pricing had been varied multiple times as per the need of the customers and the time of academic session, simulated in accordance with achieving a calibrated rate of growth in the revenue week after week. The prices are kept at par with what shall come as affordable for most of the parents. The price sheets at various time frames can be referred in Appendix 1.

7.0 SALES TOOL

7.1 Salesforce

Jasmine Service Ce... Cases ▾ Lauren Boyle ▾ x 00000198 ▾ x 00001007 ▾ x Emily Smith ▾ x Strategy Cr... ▾ x

Lauren Boyle 00001003 x OrderRefrig... x Warranty x7... x

Action List

[Add](#)

- OrderRefrigerant (In Progress)
- Warranty x7 Waffle Press (In Progress)

Contact Details

Name: Ms. Lauren Boyle

Title: Account Name: Boyle Family

Email: lboyle@gmail.com Phone: (514) 234-7621

Case Comments (0)

Case: Yogurt ...

[+ Follow](#) [Change Owner](#) [Edit](#) [Change Record Type](#)

Priority	Status	Case Number
Medium	New	00001003

Case Owner: [Grant Speece](#) Contact Phone: (514) 234-7621

Case Number: 00001003 Contact Email: lboyle@gmail.com

Contact Name: [Lauren Boyle](#)

Account Name: [Boyle Family](#)

Additional Information

Status: New	Type:
Case Origin:	Case Reason:
Priority: Medium	

Einstein Recommenda...

Zero Percent Financing on X240 Purchases
0% for 24 Months on X240 Soft Serve Machine

[Zero Percent Financing on X240 Purchases](#)

[No Thanks](#)

50% off: Upgrade your Cone Extruder to a Model Mark VI
The Mark VI extrudes fully baked cones in less than 20 seconds

[50% off: Upgrade your Cone Extruder to a Model Mark VI](#)

[No Thanks](#)

Fig: 7.1 Salesforce

7.2 Order Punching

The screenshot displays a Salesforce CRM interface for an opportunity record. At the top, the account name is SAURABH SINGH, the school is New John F Kennedy School Junior, the opportunity owner is Piyush Raj, and the grand total amount is ₹30,000.00. The main section is divided into 'Details' and 'Activity' tabs. The 'Details' tab shows various fields such as Opportunity Name, Account Name, Type, Referral Code, Finance Team Step Date, School Grade, Total Refund Amount, Opportunity Record Type, Lead Manager, Opportunity Owner, Close Date, Stage, Probability (%), and Loss Reason. Below this, there is a 'Student Information' section with fields for School, School Board, Start Date, and Result Key. On the right side, there are several summary cards for 'Products (2)', 'Transactions (1)', 'Downpayments (1)', 'Approval History (8)', 'Stage History (10+)', 'Invoices (0)', and 'Opportunity Field History (10+)'. The 'Products (2)' card shows two items: 'SINGLE YEAR TAB' and 'SCIENCE CBSE 6', each with its own Slug ID, Quantity/No., and Subject Score. The 'Transactions (1)' card shows a transaction with EMI Provider 'Zest' and EMI Loan ID '13FOA3A828EF'.

Fig: 7.2 Order Punching

- Order is punched on salesforce account of BDA
- It is now sent to the bank and operation department for verification and approval
- Once approved the child is then batched accordingly to the caliber of the child and then the EMI of starts
- Online Classes starts on schedule days and time

7.3 Finance

- 3rd party loan provider which debits in the form of EMI

- Minimum salary 18 K and above 20 age
- On the basis of CIBL score updated on the PAN card the customer gets the loan
- 3rd party loan provider which debits in the Form of EMI
- Need to fill NASH form for the approval of auto debit



Fig: 7.3 Zest

Tick (v)	UMRN											Date				
<input checked="" type="checkbox"/> CREATE	Sponsor Bank Code	INDB0000098										Utility Code	INDB00477000028001			
<input type="checkbox"/> MODIFY	I/We hereby authorize Aditya Birla Finance Limited to debit (tick v) <input checked="" type="checkbox"/> B/CA/SB-NRE/SB-NRO/Other															
<input type="checkbox"/> CANCEL	Bank a/c number															
	with Bank						IFSC						or MICR			
	an amount of Rupees											₹				
	FREQUENCY	<input type="checkbox"/> Mthly	<input type="checkbox"/> Qtly	<input type="checkbox"/> H-Yrly	<input type="checkbox"/> Yrly	<input type="checkbox"/> As & when presented	DEBIT TYPE	<input type="checkbox"/> Fixed Amount	<input checked="" type="checkbox"/> Maximum Amount							
	Reference 1											Phone No.				
	Reference 2											Email ID				
I agree for the debit of mandate processing charges by the bank whom I am authorizing to debit my account as per latest schedule of charges of the bank.																
PERIOD	From											Signature Primary Account holder	Signature of Account holder	Signature of Account holder		
	To	3	1	1	2	2	0	9	9							
	Or	<input checked="" type="checkbox"/> Until Cancelled										1. Name as in the bank records	2. Name as in the bank records	3. Name as in the bank records		
<small>* This is to confirm that the declaration has been carefully read, understood & made by me/us. I am authorizing the User entity/Corporate to debit my account, based on the instructions as agreed and signed by me. * I have understood that I am authorized to cancel/ amend this mandate by appropriately communicating the cancellation/ amendment request to the User entity/corporate or the bank where I have authorized the debit.</small>																

Fig: 7.4 Zest Form

8.0 MY JOB PROFILE – BUSINESS DEVELOPMENT ASSOCIATE

Business advancement involves undertakings and procedures to create and actualize development openings inside and between associations. Business improvement is the production of long haul an incentive for an association from clients, markets, and connections.

Obligations and Responsibilities

Clarify planned customers about the upsides of the items or administrations offered and catch up with them so as to close the arrangements.

React to the customer inquiries with respect to the items in convenient style. Create strategic plans for new and existing clients.

Create inventive procedures to hold the customers including talking with them to take their input and fuse it into the development plan.

Create top to bottom information about business improvement works on, showcasing exercises, planned customers and industry patterns.

Keep up an information storehouse of customers, referrals, RFPs, possibilities and introductions.

Create solid client connections so as to produce high volume of planned customers. Oversee client calls and arrangements viably for new chances.

Oversee the customer relationship the executive's database and use it to oversee client contacts and mailing records.

A business improvement proficient has three essential obligations:

1. Identifying new potential customers.
2. Pitching items and additionally benefits.
3. Maintaining productive associations with existing clients.
4. Researching associations and people on the web (particularly via web-based networking media) to recognize new leads and potential new markets.
5. Researching the necessities of different organizations and learning who settles on choices about buying.

6. Contacting potential customers by means of email or telephone to set up affinity and set up gatherings.
7. Planning and supervising new promoting activities going to gatherings, gatherings, and industry occasions

8.1 CALLING PITCH

LEADS UNTOUCHED BY CALLING TEAM

- **Introduction-** Hi, very good morning sir I'm a speaking with ROHAN or ROHAN'S father. I'm a senior Education Counsellor Sir, I'm calling from LIDO Learning. Have you heard about LIDO Learning Sir??

<p>ES</p> <p>Y</p> <p>What have you heard about its sir? Correct them if they have a misconception and agree with them if they know it bleakly by explaining it to them as follows: It is an online tutorial-based learning platform which provides you with online classes along with video learning platform.</p>	<p>O</p> <p>N</p> <p>Complete explanation of the platform as to what it is and how it works and how it is getting beneficial for the kids in the recent times.</p>
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- **Call Purpose-** Sir, A few days ago we conducted an Olympiad in XYZ School , Rohan is studying in the same school in D standard is it right(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).

To all the students who appeared for that particular Olympiad sir, we are providing them with a mentor from our end where we are trying to understand the basic study pattern of the child and how he can improve upon the same, and therefore I am the assigned mentor for the child.

- **Need Creation** – Since ROHAN took the test he should know where he made the mistake and moreover why that mistake was made.
- **About the child**- I just wanted to ask you Sir, Who takes care of your child's studies, both of you??(Any answer that you get on this try and maneuver it accordingly and ask details about the kid) So, how is Rohan doing recently in his academics or his overall growth? Where does he feel the hustle? Where do you think he needs improvement?
- Explain the importance of E-Learning- (Connect with the points that the parent gave you about the
- child's study and merge them with how e-learning could solve this problem):-
- 2 senses working at the same time when you study through an online platform.
- Retention power of the child increases.
- Gets personalized touch though mentors and regular coaching.
- Closing after the need generation and about the counselling session: So, basically sir this online solution to the test will be provided through a counselling session where the child will be going through a basic aptitude test and then will be guided according to his catching ability.
- This session guides the child as to how Rohan can improve his performance and to get a check on their learning pattern and how it can be improved.
- The session will be done in three parts: In the first part we will try and analyze the kid's performance and his basic study pattern. In the second part we will try and analyze where the improvement areas are and as to how the child needs improvement. In the third part we will provide you with the solutions and how the child can implement it further.
- This will be a 1-1/2-hour session sir, where we will be guiding the child thoroughly and since it is a personalized session it will be done at your residence itself and the presence of the both the parents is necessary.
- This session is being done on the coming weekend, please share your availability accordingly (always try and give time to the parent rather than asking for a slot, remember it is the authority that you build on a call, that helps you close a sale).
- Take down the basic details on session confirmation:

Name of Mother or father whoever you are having a conversation with. Is the child undergoing any kind of tuition or external help?

Complete address with landmark and pin

code. Alternate number

Parents Profession

School confirmation and class

confirmation Performance in the
previous class.

Appointment date and time confirmation.

Scenarios: Leads which are already contacted by the calling team

Good Feedback (Definite sale)	Normal Feedback	Bad Feedback
<p>Call should be crisp and to the point, give the parent a complete explanation of the session as he is already interested.</p> <p>Give the parent a brief explanation of the course fees as well just to check the financial stability.</p>	<p>Ask them about the live class, probably they haven't even asked the child regarding the same and therefore don't know much about it.</p> <p>Also pose a question as to who takes care of studies and take the right parent on call.</p> <p>Ask about child's progression and his improvement in due course.</p>	<p>However bleak the possibility is to get a bad feedback we cannot ignore it.</p> <p>Should be taken into consideration very seriously and ensure the parent how the same will improved and in what timeline.</p> <p>Still pitch the session and how the session is different from the live class and how the child will learn through the session.</p>

Table: 8.1 Feedback

Demo Conducted Leads: Since these leads have already undergone a live class,

they have a high chance of getting converted, but it entirely depends on the feedback that they give.

So just after the introduction part ask them about the feedback of the live class.

- Demo registered but not conducted Leads: Ask them the reason straight after the introduction part as to why the child or the parent have not taken the live class once registered for the same.(This has to be done very seriously since the next points will only depend on how the parent answers as his interest needs to be developed accordingly).
- Explain them the importance of the session in detail and make this the point of selling the counselling session to them as to how the overall pattern of the child can be improved and how the live demo can be taken in the session itself as well(this point entirely depends on the counsellor, whether they are comfortable giving the live class in the session itself).

Hardware not available for demo: This is the segment who will not buy just the content but the tablet for sure. Explain them as to how the session can be done without them having the tablet as the counsellor himself will be carrying one for the live class purpose

- **Not Interested:** The most intriguing and the most challenging segment for a sales guy is the person who said no for the first time, sometimes even without listening. These leads have to be given a good, interesting call and try and understand all the points as to why they were not interested in the live class, and tell them what kind of opportunity they have missed on and when they understand the same, ease them out as everything is not yet lost and the hopes have not shattered as you are providing them with another opportunity as a counselling session. Probably they were not interested for a live class for any XYZ reason, but they might turn out to be very interested for the session.

8.2 CONDUCTION PITCH

A good call always leads a BD towards a good conduction. Therefore, it is imperative to get both the initial call to set up the conduction and the confirmation call perfect.

The first step towards a conduction is the Confirmation Call. BDs typically make the call 20-30 minutes before leaving and inform the parents that they will be reaching in the next 40 minutes to 1 hour. This call needs to be authoritative since it is the first interaction that the parent has with the counsellor. The most important factors of a Conduction are the 3 A's. Authority, Attitude, no Arrogance.

- **Arrival (1 min)**

- Upon arrival, it is important for a BD to immediately observe his / her surroundings when entering the lead's house. The BD should take note of anything that would indicate the family's wealth / socioeconomic status
- Most conductions occur at the sitting room or dining table of a lead's home. Therefore, the BD should seat himself strategically in relation to the room and the student / parents
- The BD should ideally sit as far from the door as possible (diagonally opposite) and be seated between the decision-making parent and the student. In this sense, the BD will be creating a bridge between the parent and kid
- See below for an example illustration of the seating arrangement:

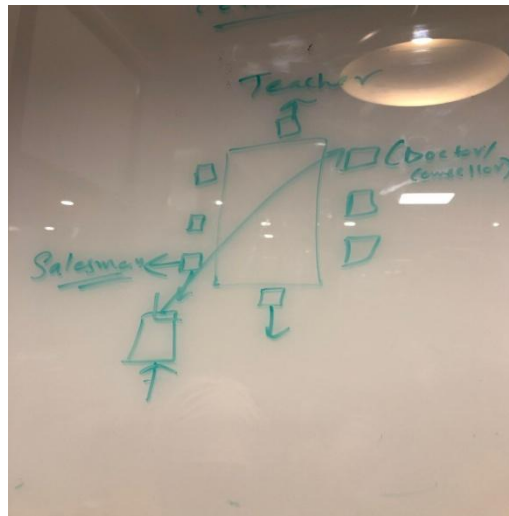


Fig: 8.1 Seating Plan

- **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 BD 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:
 - How long have you been living here?
 - What is your profession, and how is the work going?

- Who takes care of the child's studies? (To understand who the target parent is)
- What are your expectations of this session? (This helps the BD understand how much the parent remembers the set-up call)

- **Interaction (5-10 min) –**

- The interaction portion of the conduction is where the BD and the child begin conversing
- The BD 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 BD 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 start asking questions about how the child is progressing academically and how he is approaching his 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 make 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 / illustration portion of the session

- **Approach (5-10min) –**

- After understanding the child's favorite and least favorite subjects, the BDA should try and understand what subjects the child is weak in (often overlaps with the least favorite subject) and why
- Most of the time, the primary driver of this is the approach that the child uses to study:
 - This approach is usually one that depends on rote memorization, with little understanding of concepts
- 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 BD to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately

- **Illustrations (15-20min) –**

- The most critical part of the conduction is the illustration / need creation portion
- BDs should pose a question (or series of questions) to the child from a subject in which they are most comfortable
- The BD should ensure that he does not demean the child ever in a session, because this might backfire - the BDA should be calm and keep probing the child on the chosen subject / questions
- See below for an example illustration flow:
 - - 3th grade concepts
 - What is a point?
 - - 4th grade concepts
 - What is a straight line?
 - Student should make some reference to 180 degrees
 - What is a line segment?
 - Student should say that it is the shortest distance between two points
 - - 5th grade concepts
 - Draw different types of lines on a piece of paper and ask:

“which of these lines are parallel”?

- Then ask, “when are two lines parallel”?
 - Student should say:
 - When they are equidistant
 - When you have a transverse line running through them and the corresponding angles are equal

▪ 6th grade concepts

- What is the sum of the angles of a triangle?
 - 180 degrees
- How do you know that it is 180 degrees?

○ Because of transversals / parallel lines - you can use parallel lines and a pair of transversal lines to prove that a triangle’s angle measure is 180 degrees - in order to do this though, you need to know the concepts of the previous year

- Use the 4th standard and 5th grade concepts to build to the 6th grade concepts

▪ 7th grade concept

- What is the area of a circle?

○ πr^2

- Why is it πr^2 ?

○ Area of the circle is a combination of infinite circles you cut open it from one side and start placing it one over another to form a triangle, now the circumference of a circle makes the base of the triangle and height is the radius.

Area of triangle is $\frac{1}{2}$ base*height which gives you πr^2 .

- In Mathematics everything is reality to the previous classes, starting from a point to the most complex figures. Thus, fundamental conception clarity plays an important role in the journey of a student life.

- the key takeaway of the illustration is that each concept builds on the previous year - if a student is not clear on a concept in the 4th grade, he will not be able to solve more complex questions in the 7th and 8th grade
- BDs will have access to a library of illustrations that have been proven to work. They also have the option of creating their own

- **Solution (20-30min) –**

- o At this point, the BD should draw the first Knowledge Graph (the primary tool the BDA will be using during the conduction) for the parent

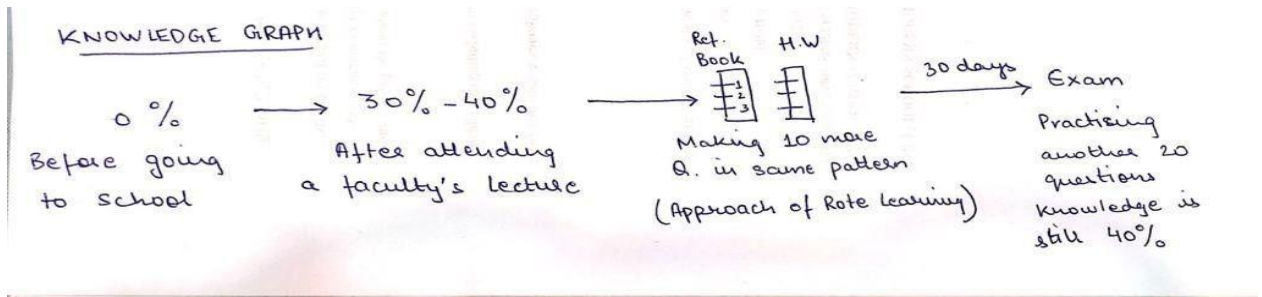


Fig: 8.2 Knowledge Graph 1

- o The graph above assumes that an average student enters a school with 0% knowledge about a particular subject or a topic
- o From school, he learns, and retains ~30-40% of knowledge
- o However, given that the student follows an average approach of rote memorization, he doesn't improve upon on his learning and, instead, learns material solely for the purpose of giving an exam
- o As a result, the knowledge level of the student during the exam remains at 30-40% and is quickly lost once the exam ends
- o The BD should then draw the second knowledge graph:

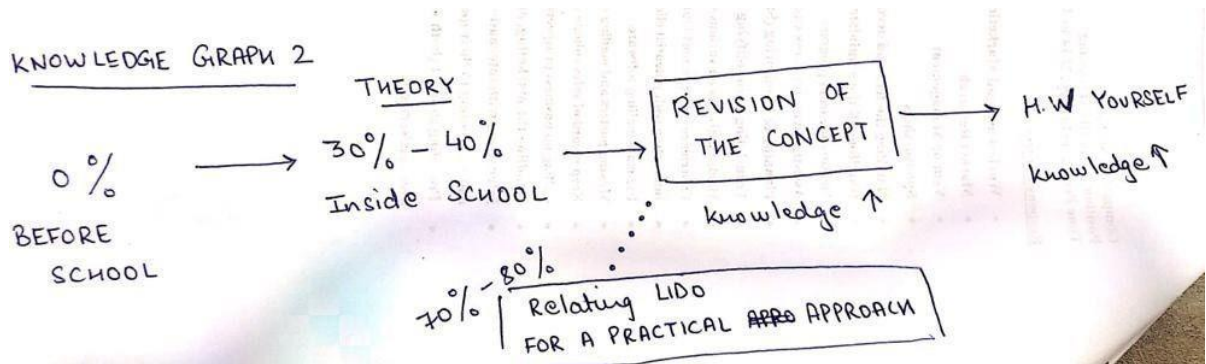


Fig: 8.3 Knowledge Graph 2

- **Product explanation(10-15min)-**

- o At this point, the BD should shift very quickly to the product and explain the critical features of Lido Learning particularly emphasizing:
- o Your kid is receiving just the theoretically knowledge at school and tuition, there is nothing where he can relate his studies to his environment, what we have done to make him understand in an interactive way is by teaching him how to relate each and every concept to his/her environment. How do we

do it!!!

- Live classes with tutors
- Video based learning patterns
- Small class sizes (1 to 6 ratio) enabling greater personalization
- Batching based on aptitude of the student

Advantages	Inside the class	Outside the class	Parents benefit
<ul style="list-style-type: none"> • Interest Creation • Concept Clearing • Time Management • Adaptive Learning • Personalized approach 	<ul style="list-style-type: none"> • Interactive class (1 hour, 5 times a week, thrice for math and twice for science) • Rock star Teachers (Multilingual, Best Teachers across India) • 1:6 (Personalized Learning experience, attention to detail, live interaction through video, quizzes, games and activities) • 10 minutes of discussion at the end of the session as to what they have learnt today • Discussion and Doubt clearance (on spot) • Personalized Homework according to class participation and performance • School homework 	<ul style="list-style-type: none"> • Personalized homework • Practice quizzes • If the kid is not able to solve a problem he will be redirected to a Step-by-Step approach, even if they are unable to do it, they will be redirected to the videos where they can learn the concepts again. • HOTS for above average students • 50000 questions as a question bank for practice • Gaming 	<ul style="list-style-type: none"> • Report after the class regarding the kid's performance (Attendance, Attention, Participation, Performance) • Academic Advisors (available on parent's request) that help parents understand how their children are performing

	<p>help</p> <ul style="list-style-type: none"> • Discipline Monitoring (Red Card, Gold Star) 	<p>Library (where the kids can learn while playing a game)</p>	
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Table: 8.2 Product Explanation

- **Closing (5min)-**

- o After the payment is done, the BDA should spend about 5-10 minutes interacting with the parent and sharing the benefits that students have got till now from LIDO
- o The BDA should also explain how customer support works

9.0 THE HIERARCHY

The hierarchy in Lido Learning is strictly followed but at the same time Lido Learning is well efficient when it comes to the transparency in the process.

The KRAs and the work are well decided for the person acquiring a particular designation.

This well-defined hierarchy is the main reason for the smooth functioning of any process.

Targets and KRA of Agents, FS, TL and AMNS

All debt collectors have a specified target to reach based on their performance and their attitude towards the work they perform. Now, the whole team is divided into 5 AMs where each team consists of approx. 20-23 agents depending on the Base of the Leads we have.

KRA of the agents: Agents due responsibility is to complete 3.5 hours of calling, minimum 15 payments and if leads allotted, they are asked to churn the leads at least twice. The more the number of leads touched, the more is the possibility of the payments to be received. The target also depends on Company's requirement as well.

KRA of Floor Support: Here, the FS needs to check the work allotted by the TL to the agents. They need to check and help the agents for updating the payments, to educate about the method of payment, and other information regarding the process. The Fs are also supposed to be on the calls by providing the talk time of 2 hours and also, they need to achieve their own targets.

KRA of TL: The TL needs to check the performance of the agents, work allotted to FS, Review should be taken weekly basis for every agent, Feedback should be shared regularly and targets should be provided based on the current performance of the agents so that we can compare and provide the feedback and more information for improvement.

KRA of AMs: The AM has to check the whole team according to the portfolio allotted. The whole responsibility of the team performance, target achieved is taken care by the AMs. AM need to make sure that all the tasks are properly coordinated between the FS and TL. Apart from the team handling, the AM should be aware of all the parameters to run the process and coordinate with the Manager.

10.0 LiDo adaptation

The global crisis of COVID-19 led to one of the major changes in the working of the organization. Taking utmost precautions and for the safety of society and its employees, the working model at LiDo was revamped overnight to a Work-From-Home (WFH) model. This model was completely different in respect to the original Direct Sales (DS) model being previously followed.

Working model

The working parameters and the new model were simulated against various parameters. The pilot model for sales was formulated and launched using a handful of people. According to the latest model, the physical conductions were made into an online interaction with the parents.

The pilot

According to the pandemic situations, a newer pilot model was simulated. In this model, the direct sales shifted to overt the call sales. The BDA's were expected to call in a higher number of leads every day to ensure a suitable number of appointments for the day where they could actually have possible sales.

The financials were completely modified. As per the mindset of a customer in the existing ecosystem, it was clearly understood that seeing economic uncertainties, every person has been trying to live on basic necessities and curtail undue expenses. As the time of year is such that kids require utmost attention on studies, since they are unable to attend their proper schools and are not able to cover sufficient courses at home, the need generation and acceptability of the services in the market can be considered at an all-time high. Educated parents are already aware of the scenario where schools would be the last organizations to reopen and function on a regular level since children and old ages people were at the highest risks of infection. This implies that one needed to resort to online methods where the best education needed to be provided to the children at home. The exact part where LiDo fits in.

In order to tap the above-mentioned situation, the meetings with the parents were scheduled over an online video method over a similar sales platform as the one on which the actual classes take place.

The model focussed on making the customer enrol for a week's trial classes and thereafter decide to continue the same if the child likes the classes. This has been a success so far, in terms of bringing a solid satisfied customer base, as well as revenue to the company.

Final strategy

After weeks of simulation of the pilot model, finally it was decided that the active BDAs would be split into two sets of teams. One cohort would be directly making the trial sales and onboarding the potential customers whereas the next cohort would be rigorously following up with these children and eventually be converting them into full-year or multi-year sales. Since logistics and finance sectors are all pandemic-stricken, the model entails no physical hardware sales. Instead of hardware, tablet devices, the company is set to launch its mobile application to enhance its customer base and accessibility to more people as smartphones have a wider

availability than laptops or tablets. The mobile application would consist of the online and offline features, both inside and outside the class, that could reach people of all social strata at the ease of their homes and geographical locations.

LiDo as a company, values its associates and as a result it did not terminate any of its employees on any lame grounds. Instead, a system of deferred pays and sabbatical leaves was introduced. Resources which were identified as redundant and who did not bring enough business to justify their salaries were put on a sabbatical of 45 days. The working cohort was put on a deferred pay system where people of different pay scales undertook different pay cuts in order to keep the company going strong. Putting the projections for next quarter, the deferred amount would be managed in the forthcoming salaries, subject to attainment of revenue by the company. However, the silver lining was the extra and immediate incentive plans rolled out for the performers.

Thus, we not only are aiming at the targets and projections, instead are trying to make good use of the situation. This may be the golden era of online education since schools are struggling to cope up with online methods of teaching.

11.0 CONCLUSION

On the whole, this internship was a useful experience. I have gained new knowledge, skills and met many new people. I achieved several of my learning goals, however for some the conditions did not permit. I got insight into professional practice. I learned the different facets of working within a Non-Technical Corporation.

I have observed that business development, as in all organizations, is a very vital factor for the progress of projects. Related to my observations I learned more about the whole procedure over which the ed-tech companies work.

There is still a lot to discover and to improve. The methods used at the moment are still not standardized and a consistent method is in development. I have learnt the methods starting from generating or developing the product, providing the product to the concerned person, providing services for the same, and getting the profit out of it.

Working on Salesforce has been the major part of my work which has proven to be very beneficial. Getting the knowledge about a technical aspect while working in a non-technical profile will always remain an additional point for me.

With experience in terms of handling customer I have come across the root problem any customer faces while enrolling into any product. And in due time if it would not be given a proper look onto, it results to be a loop hole for any company. This is the main reason for either bonding or connecting with the customer or losing them for all.

Even being the part of Sales Department, I was inter linked with all the other departments and internally we are one of the main set of people to which customer can come up with all their grievances and issues on the daily basis.

And being the first person to be approached by the customers with their issues, it gave us the authority to pass on these issues to the respective department for the resolution. Thus, because of this reason I have not only learned about functionality of my process but also, I have gained the knowledge for every department running around us.

The best part of my job was working by keeping the psychology of the customer in mind. In this way I have learnt to understand the customer, what they are actually looking for when they are telling us their problems. This always grounds us and the customer on the same page and ending on a positive note.

Now, working in the process, I have concluded that how even a small number can change the graph for a company. How a small misinterpretation of data can lead to a big loss? How a

company has to not only take care about the present, but they have to work by comparing the past data and planning the future ones?

Being a part of such an important profile for 4 consecutive months, has given me a huge exposure. This has led me to stand individually and to also stand with my team always.

A sense of responsibility has been enhancing in me under the guidance of my seniors. Now, when I stand there as a senior for someone, I also adhere the same opportunity to help the new comers with enthusiasm.

This helped me to define what skills and knowledge I have to improve in the coming time.

12.0 References

In making of this report, all the knowledgeable data was from my experience that I gained during my internship and further the following references of my organization were of a great help.

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