

ED-TECH E-COMMERCE APPLICATION WITH THE ONLINE LEARNING SYSTEM



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CUSTOMER BACKGROUND



Our client is a prominent Ed-tech company and academy located in Bangalore. Established in 2015, the academy specializes in offering tutoring services for a diverse array of professional courses within the commerce and accounting domains. These courses include but are not limited to CA, CS, ACCA, CIMA (UK), CMA (US), and CPA (US). Our client has solidified its position in the market by forming partnerships with various educational institutions across India, enabling the provision of integrated courses.

THE PROBLEM

The case study of our client highlights the formidable challenge posed by manual order processing within their static website, where study material, pen drive classes, and test series were sold. This outdated method of order management resulted in inefficiencies, difficulties in tracking and fulfilling orders, limited scalability, heightened risk of errors, and a disjointed customer experience. The absence of an integrated and automated system hindered operational agility and compromised the academy's ability to meet the evolving needs of commerce professionals effectively.



THE SOLUTION

To address these challenges, Nextwebi's team proposed developing a dynamic ecommerce web application. This user-friendly platform aimed to streamline the ordering process by allowing users to directly purchase study material, pen drive classes, and test series with ease. Through seamless integration and checkout functionalities, the proposed solution would provide a more efficient and personalized experience, addressing the challenges of manual order management and enhancing overall customer satisfaction.

OUR APPROACH

With a clear understanding of our client's requirements, we aimed to develop a cloud-based web application with robust technology and features. Nextwebi is a leading development company that has resulted in a web application with centralized accessibility.

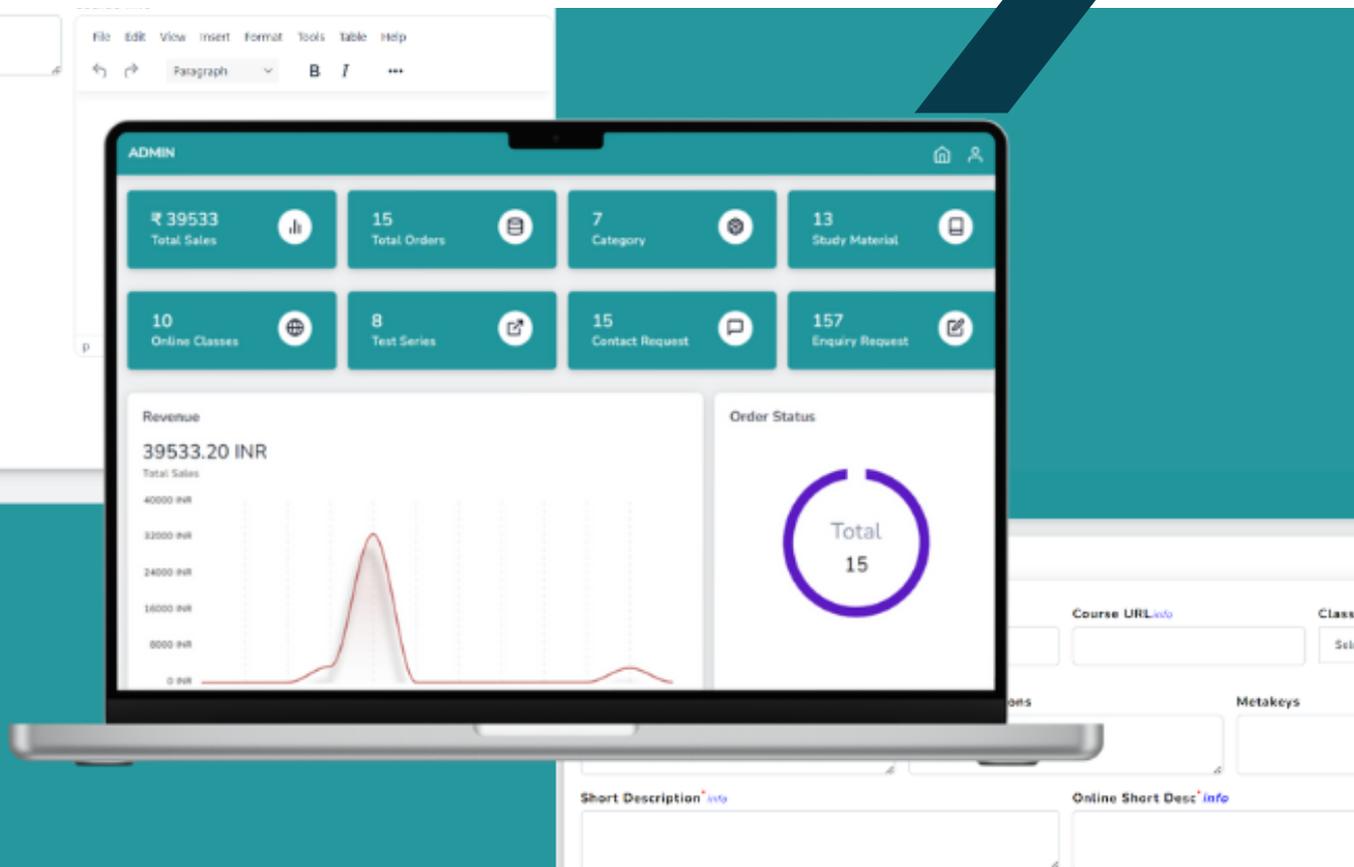
For Admin & Operation Team:

- Option to add Study Material, Test Series, Pen Drive Classes , Online Class and In Person classes
- Option to manage pricing, orders, users, purchases, subscriptions.
- Students performance report.

For User

- Offered a hassle-free and intuitive interface for users to easily navigate through courses, purchase study material, pen drive classes, and test series, while also enabling them to inquire about both online and in-person classes.

RESULT



The case study of our client illustrates the transformative impact of transitioning from a static website with manual order processing to a dynamic ecommerce platform. By streamlining the process of selling study material, courses, and test series, Our client significantly improved order management efficiency, enabling seamless transactions and enhancing customer satisfaction. This transition exemplifies how embracing technological advancements can drive operational excellence and elevate the overall user experience in the Ed-tech industry.

ELEVATE YOUR BRAND, IGNITE YOUR GROWTH

Contact - Nextwebi



 **Website**
www.nextwebi.com

 **Office**
Bangalore, India

 **E-mail**
projects@nextwebi.com