How Cuemath reinvented **data consolidation and scaled cross-channel communication** with WebEngage

COMPANY PROFILE

Founded in 2013, Cuemath is an interactive, after-school math excellence program that brings together the best of technology and personal teaching in India.

With so much potential in the market, Cuemath extensively invested in its Cuemath Learning System (CLS), a multi-format approach that provides children with an engaging and holistic learning experience.

THE OBJECTIVE

- Use the right technology for every aspect of the platform
- Resolve data quality issues
- Build long-term and profitable relationship with users
- Ensure extensibility and portability for future expansions

THE CHALLENGES

- Data consolidation
- Product communication
- Customer - Consumer identification
- Teacher retention

Which led to:

- Late fee payments
- High churn rate
- Low student-teacher interaction
- Longer testing and execution cycles

THE SOLUTION

After several brainstorming sessions, WebEngage came up with the idea of creating unique accounts for each entity - students, parents, and teachers. Besides solving the current challenges, this model aligned with their principles and supported future business growth.
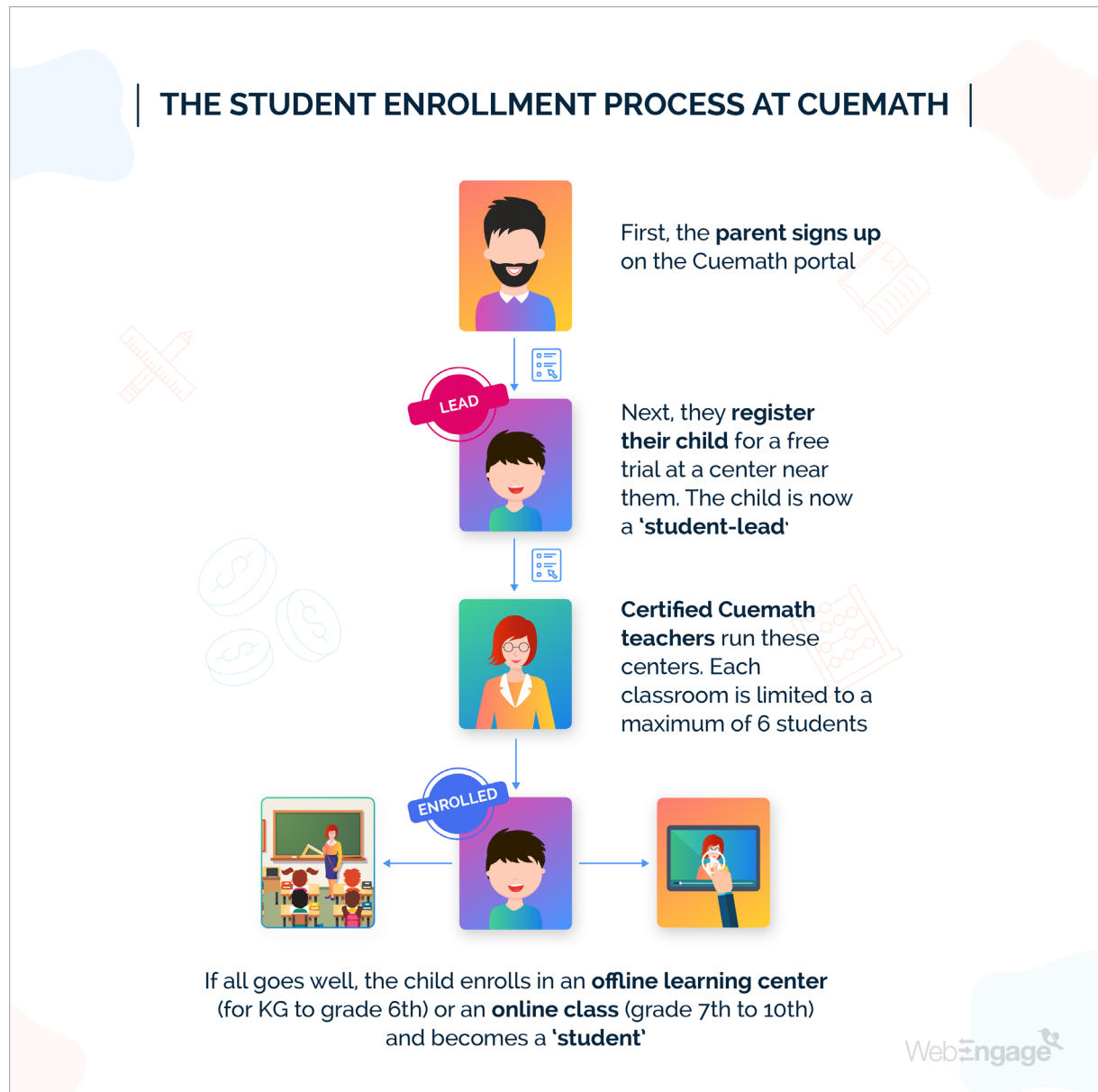
Being able to plug in different entities, products and channels, analyze, and act upon the results from one single dashboard significantly improved our productivity and efficiency. Owing to WebEngage's unrivalled and flexible account management, we were successful in using the dashboard for all product and sales marketing use-cases.

— **Anushray Gupta**
CTO at Cuemath

The Student Enrollment Process

So far, Cuemath has about 50k+ students enrolled in 2mn+ math classes across the country. Here's how a typical student enrollment process works:

THE STUDENT ENROLLMENT PROCESS AT CUEMATH

First, the **parent signs up** on the Cuemath portal

LEAD

Next, they **register their child** for a free trial at a center near them. The child is now a **'student-lead'**

Certified Cuemath teachers run these centers. Each classroom is limited to a maximum of 6 students

ENROLLED

If all goes well, the child enrolls in an **offline learning center** (for KG to grade 6th) or an **online class** (grade 7th to 10th) and becomes a **'student'**

WebEngage

Once a child enrolls in an offline learning center (for KG to grade 6th) or an online class (grade 7th to 10th) he becomes a 'student'. Parents can monitor their child's progress and make payments on the website or the Cueparent app.

Hence for Cuemath, while the parents always initiate the transaction, it's the students who become the end consumers of the product.

The Challenge for Cuemath

Though the final delivery was a mix of offline and online learning, Cuemath needed technology for every aspect of their platform. Whether it was the way students interacted with the platform, how parents monitored their kids' progress on the app, or how the teachers ran the centers.

In the customer video shown below, Anushray Gupta, CTO at Cuemath, shared the potential challenges this posed to Cuemath's product-marketing strategy.
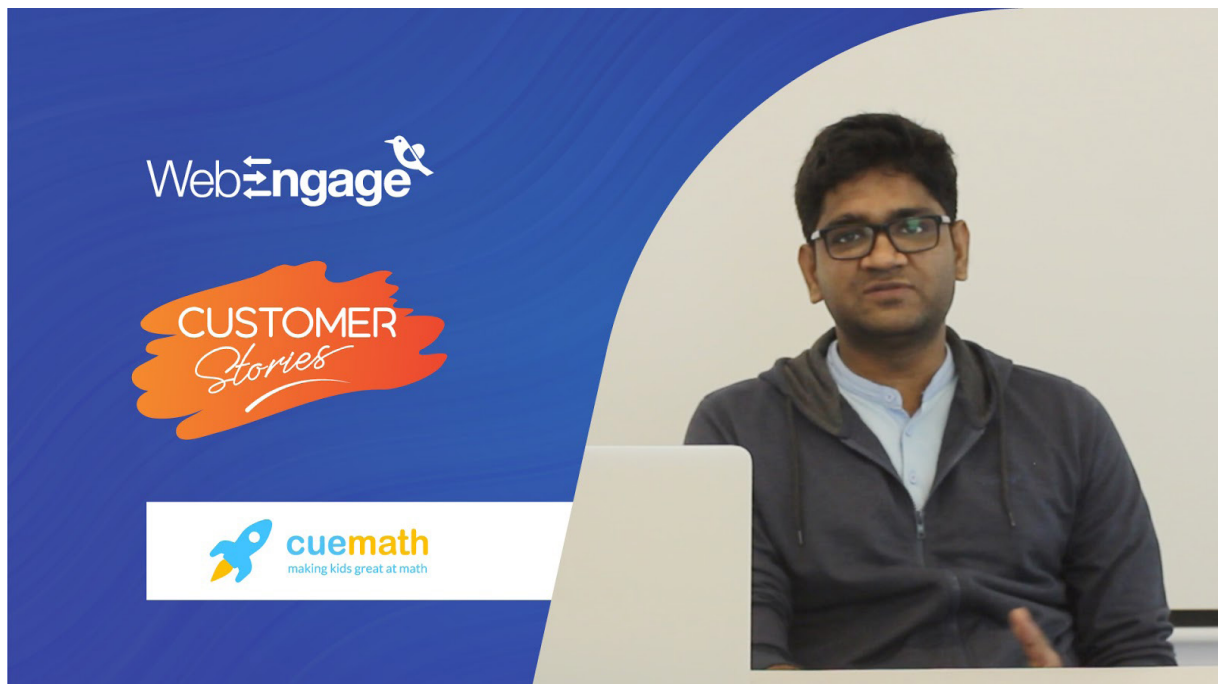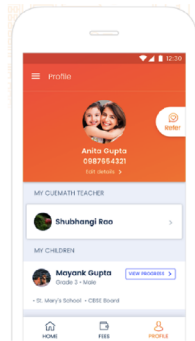

Challenge #1: Data consolidation and communication

Cuemath's active **student base of 50k+ interacted across channels (online courses and offline learning centers), devices and apps.**

- While the online students used the website, the offline centers had students solving interactive puzzles/quizzes on a tablet device.
- The tablet came with a pre-installed Cueteacher app, wherein the teacher created profiles for each student. It helped track each student's progress independently and create personalized learning plans for them.
- Parents could use the website log in or install the Cueparent app to access their kid's profile and make payments quickly.
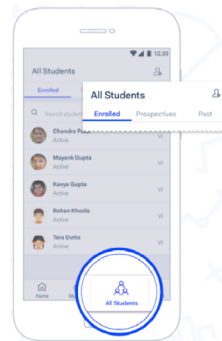
THREE SEPARATE ENTITIES IN ONE BUSINESS

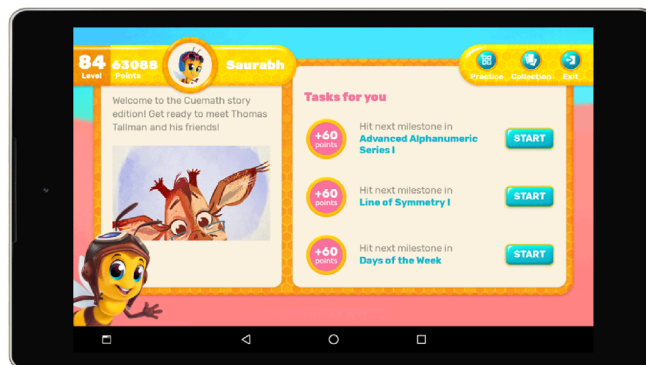Parents view **personal details** and **connect with teachers** directly via the CueParent App

Teachers run the centers by **managing prospective leads and enrollment** on the CueTeacher App

THE CUEPARENT APP   **THE CUETEACHER APP**

THE CUESTUDENT APP

Students **understand concepts through gamification** and get rewarded for completing weekly tasks on the CueStudent App

To put things in perspective, **these are three separate entities, students + parents + teachers in a single business interacting across 6 different platforms.**
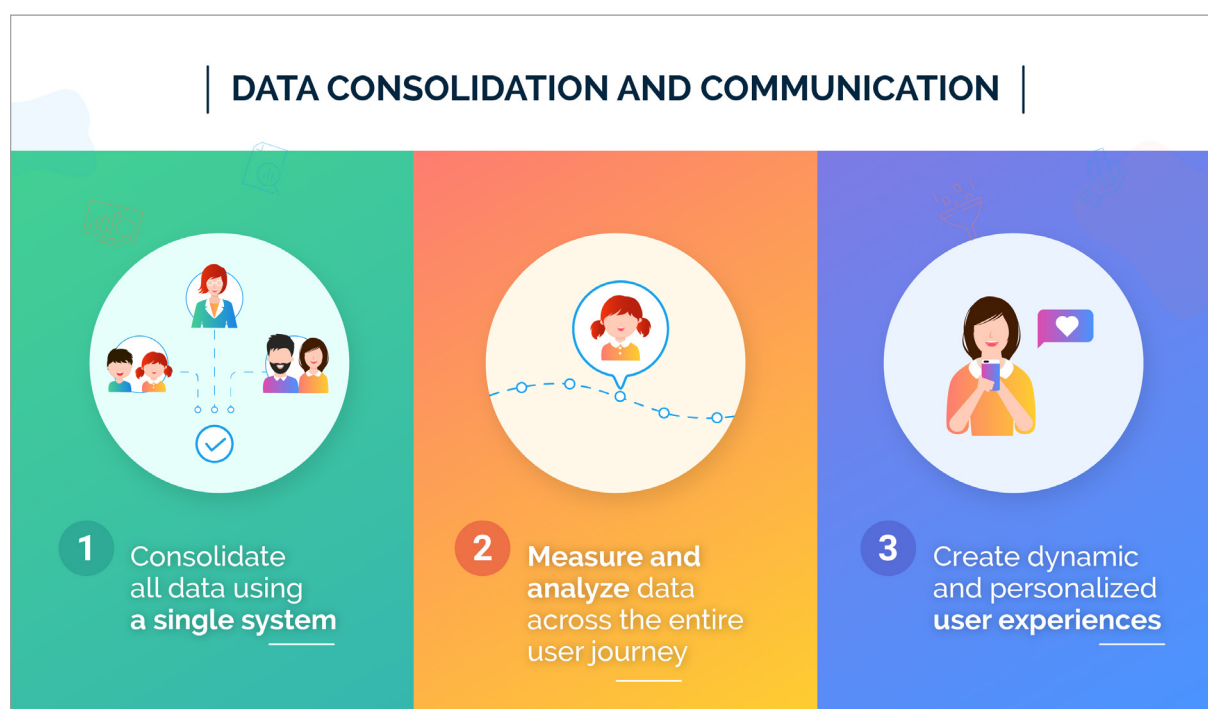
When **different technologies were used to pull data** from these sources, the results were rarely unified, making it extremely difficult to use. Cuemath needed a system that could pull all the data at one place and present a holistic view of each user.

- For example, if a parent's profile had their kid's name, along with other important attributes like acquisition source, locality, etc. at one place, Cuemath could easily group parents staying in a particular area and send an email about a test-series at a nearby learning center to them.

- Similarly, they could automate other **product communication** like student milestones, progress reports, course updates, etc.

When most CRM and marketing automation platforms could not tackle these multi-sided scenarios, Cuemath decided to join hands with WebEngage.

The Solution: Consolidation of data

WebEngage's website and app SDK enabled Cuemath to capture all user events. These were later used to personalize user experiences across all platforms.

DATA CONSOLIDATION AND COMMUNICATION

1 Consolidate all data using **a single system**

2 **Measure and analyze** data across the entire user journey

3 Create dynamic and personalized **user experiences**

As the next step, the Onboarding team at WebEngage suggested Cuemath **create separate accounts** for teacher, parent, and student on the WebEngage dashboard.

# UNIQUE ACCOUNTS FOR EACH ENTITY
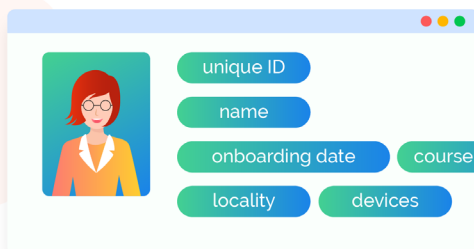
Student Account

- unique ID
- name
- class
- status
- birthdate
- interaction history
- platform
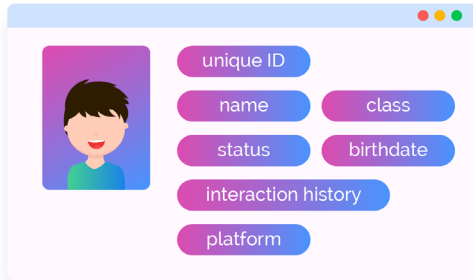
The Student Account tracked student activities across all devices and was the primary source of data.

Parent Account

- unique ID
- name
- acquisition source
- addre[ss]
- locality
- child's name
- interaction history
- reachab[le]

The Parent Account was used to send communication (payment reminders, progress reports etc) to parents.

Teacher Account

- unique ID
- name
- onboarding date
- course
- locality
- devices
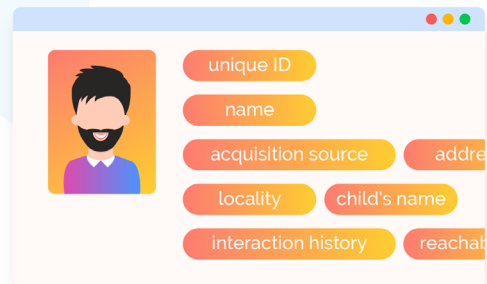
The Teacher Account tracked teacher's activities and triggered relevant communication to them.

WebEngage

Each account served a unique purpose:

- A user on the *student account* would be a student exclusively. Similarly, a user on the parent account would be a parent.
- The *student account* tracked the activities of the student **across all platforms** (website, Cuestudent app).
- As students were the end consumers, this account became the **primary source of data.** All the **personalization elements** were present in this account, eg: name, grade, photo, etc.
- Each student had a **unique ID** that would span across their entire lifecycle. Lifecycle stages like 'student-lead' or 'student' were kept as **attributes**, under the same ID.
- Similarly, a parent ID had attributes that defined their acquisition source, address, locality, etc. It could also have their child's name as one of the attributes.
- The *parent account* was used to **send communication** to parents.
- The *teacher account* contained unique information about teachers, like onboarding date, course names, etc. It was used to communicate with the teachers alone.

Challenge #2: The Customer - Consumer complexity

It is common for brands to **track interactions their consumers have with them** and direct each marketing/product activity towards influencing consumer behavior, i.e., **induce consumers** in such a way that they take action intended by the marketer/product manager. It could be a purchase, sign-up, fee-payment, form download, course completion, etc.

Now here's where it started to get tricky. If Cuemath simply concentrated on their consumer, they would have ended up sending fee payment reminders and performance reports to 6-year-olds!
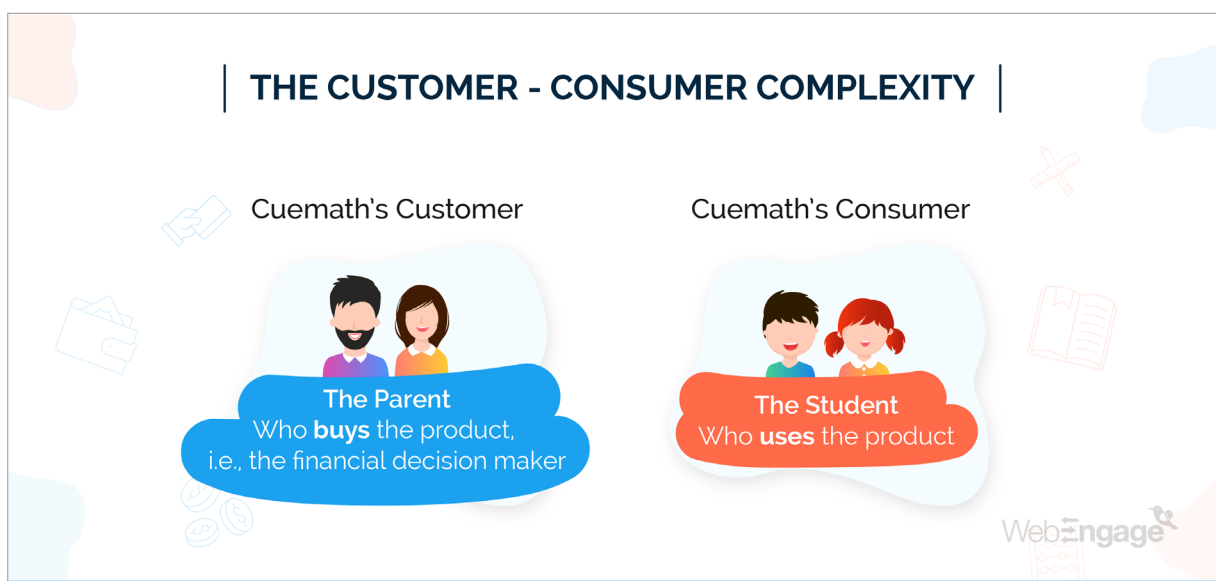
For the majority of cases, Cuemath had to track a student's activity but influence the buying decision of the parent.

Most CRM and marketing tools were not built to automate this kind of **multi-sided communication.** The only option was manually segmenting profiles and sending out ad-hoc communication to them.

For example, to send a fee-payment reminder to parents, Cuemath would first filter a list of *'parent profiles'* whose fee-payment was due today. Next, *they would manually send an email to them.* Similarly, for the following day, *they would procure a new list, and trigger another email.* Often,
  • The list would not be accurate
  • The email lacked personalization elements (student's name, course, dates, amount, etc.)
  • The entire process would take time and effort.

The Solution: Event-linking for Multi-sided Communication

The next step was to ensure necessary **data from one account flowed to another.** For example, if a *student's account* had *a payment due*, the information should be immediately *relayed to the parent's account* for necessary action.

WebEngage specifically employed an onboarding manager to deploy a robust structure that managed the inter-communication between each account. This was made possible by the **use of powerful user journeys and event-linking.**
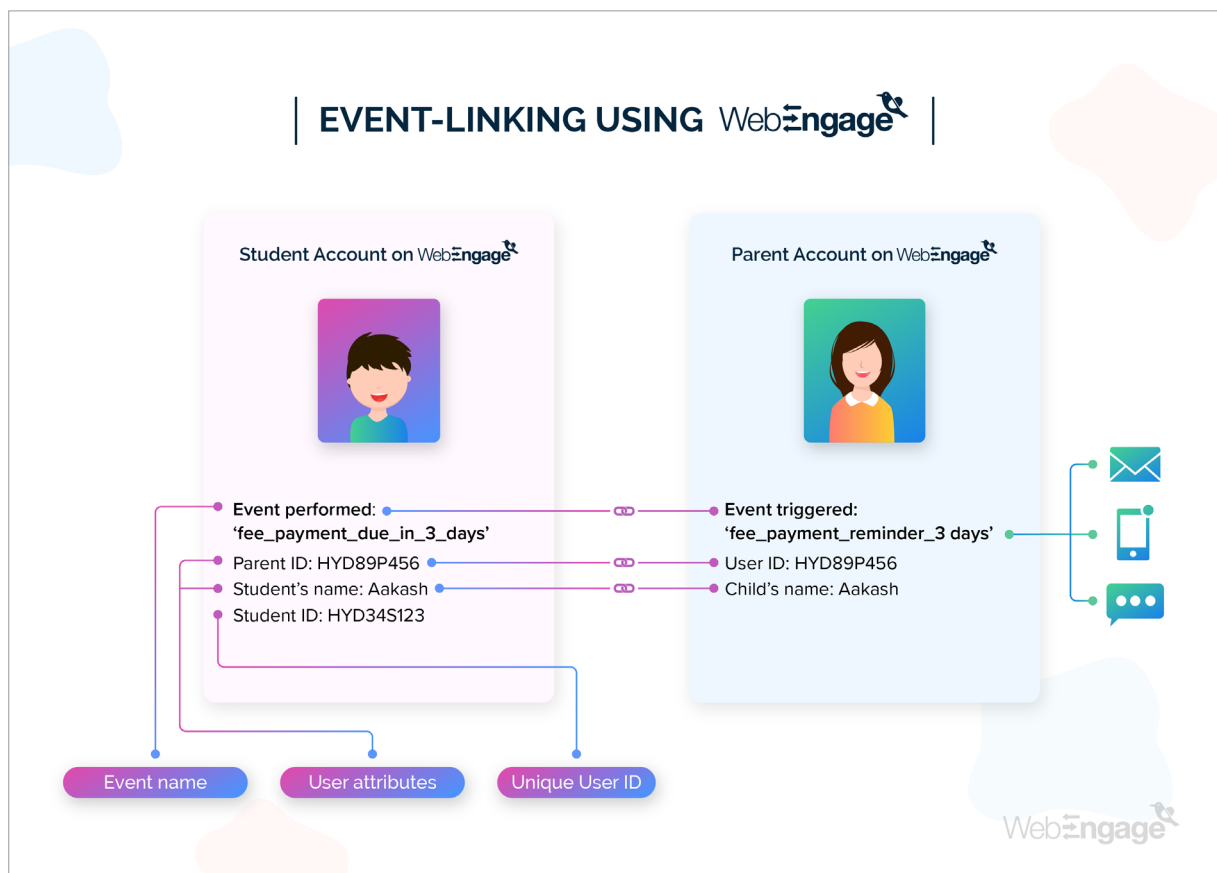
Event translation using WebEngage gave the most comprehensive view of a user and assisted right product communication

As soon as a *student's fee payment was due,* the student account would trigger *an API call* to send the necessary event details to the parent's profile in the parent account. The parent account would then trigger *a reminder email to the parent.*

On the product front, this **resolved data quality issues** that could have compromised the customer experience. On the business front, it ensured **extensibility and portability** for future expansions and integrations.

Keyur Dhami
VP Customer Success at WebEngage

At WebEngage, we love solving unique problems. After several brainstorming sessions with Cuemath's product team, we came up with the idea of unique accounts for each entity - students, parents, and teachers. Besides solving the current challenges, this model aligned with their principles and supported future business growth.

Challenge #3: The teacher's life-cycle

On top of this, was a layer of a teacher's lifecycle. Teachers at offline learning centers could enroll students organically to their classes. Think of this as a **hyper-local learning model,** where students connected with teachers who belonged to the same geographical location.
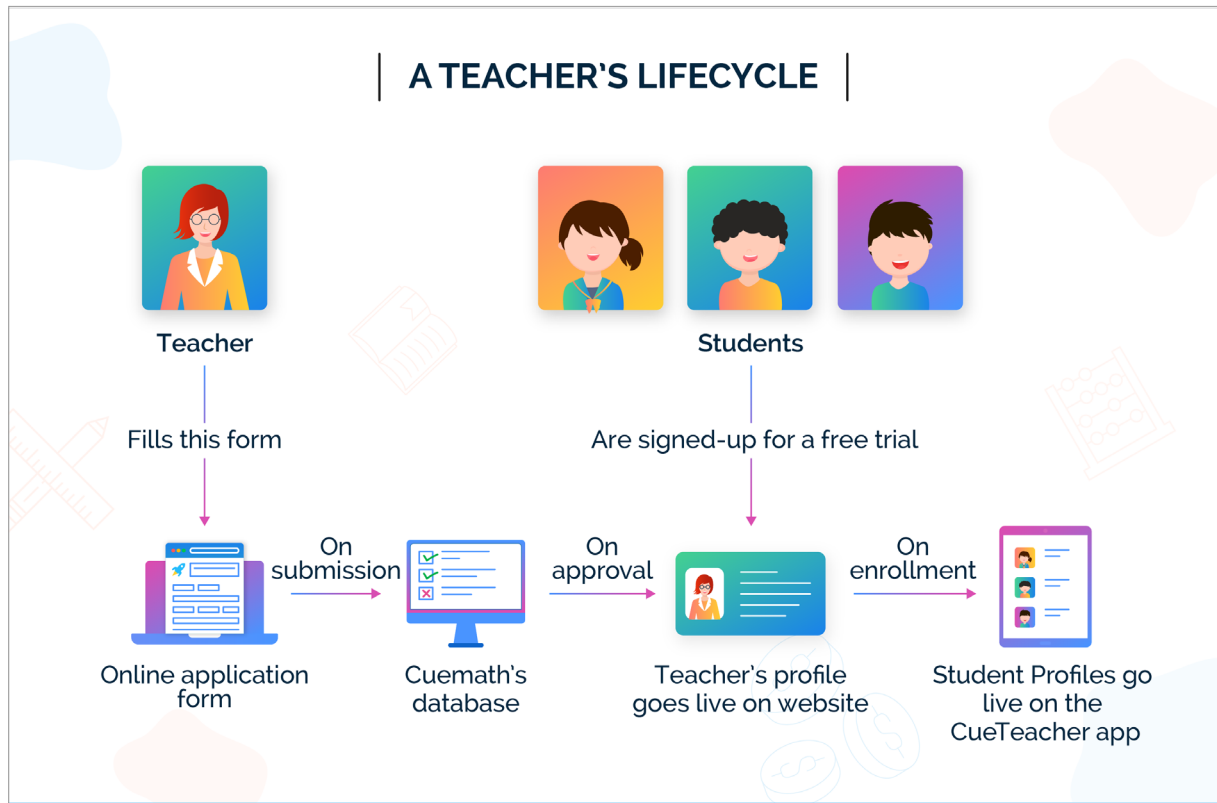
When the offline centers became a vital source of revenue growth, Cuemath decided to invest resources in empowering and retaining teachers on the platform for the long-term.

The Solution - Sophisticated automation and execution

Once Webengage established the inter-communication between each entity, Cuemath designed sophisticated conversion strategies across different devices, channels, and touch-points:

1. **Teacher enrollment**

   - After initiating profile creation, the teacher adds other information like personal details, work experience, educational qualifications, etc. Until they submit the complete profile, recurring emails were sent to them.

2. **Onboarding messages**

   - On final form submission, Cuemath reviewed the profiles, and trained the teachers, before making their profile live on the website. Teachers were onboarded via a series of how-tos and guides.
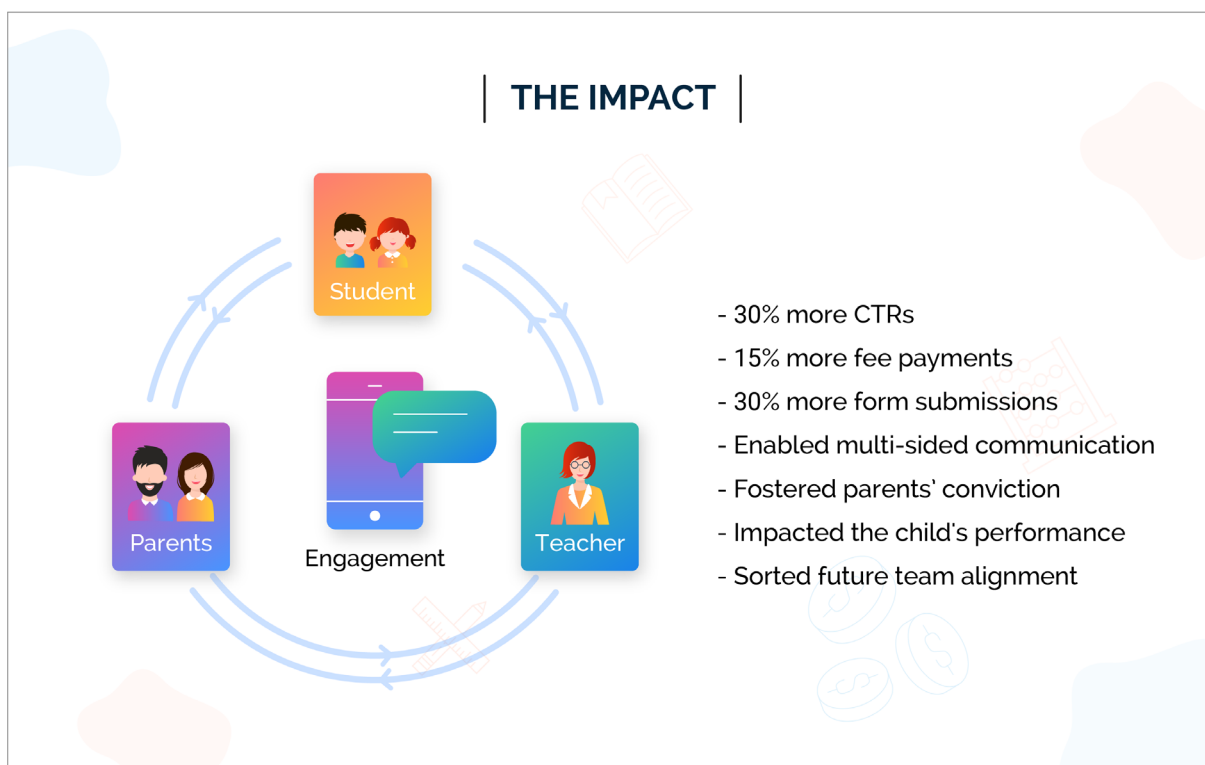   -

3. **Teacher-student engagement**

   - Cuemath sent *"Your teacher has just released a new video"* message to students to increase content viewership and encourage active teacher-student engagement.

The Impact

With WebEngage's powerful cross-channel automation, Cuemath executed and improved their product and marketing strategies.

The multi-sided communication model became essential to Cuemath's growth - not just for the click-through-rates and website visits, but softer aspects like **parents' conviction in the platform.** When monthly reports showed the child's progress in the subject, parents **recognized Cuemath's impact on their child's life.** The result was **increased engagement, word of mouth and revenue.**

The email CTRs increased by 30%, and fee-payments went up by 15%. Moreover, **the teacher enrollment programmes generated 30% more submissions** from teachers, with each teacher bringing in 4-6 students to their classroom.

This model also served as a **blueprint for future team alignment.** As the business grew, Cuemath assigned each entity to a different team. Defined accounts made it easier for each team to concentrate on their vertical and work towards common goals.

Also read: Unmarketing Cloud For Ed-Tech Businesses

Final Thoughts

Today, client expectations are higher than ever. It's no longer acceptable to just meet them where they are. One needs to give them options and be ready to greet them when they are ready.

WebEngage's long-term vision and experience with a plethora of ed-tech clients made them stand apart from all other marketing workflow tools. Their foresight proved to be a game changer for Cuemath.

With multi-sided communication becoming a necessity for ed-tech and other industries, WebEngage is slated to come up with a better version of their product to further elevate the customer experience. Get in touch with the team to know more about this product update and how it can impact your business!

Also read: Unmarketing Cloud For Ed-Tech Businesses

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Schedule my free demo

WebEngage

WebEngage is a full stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

44,000+ online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

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