How **Glow & Lovely Careers**, a mobile platform for women, witnesses **11.22% course completion by learners**

WebEngage | CASE STUDY

Glow & Lovely | CAREERS

COMPANY PROFILE

Glow & Lovely Careers (formerly known as Fair & Lovely Career Foundation) is a mobile platform set up to remove barriers for women to get quality career guidance, skills and job opportunities. Whether you are a student or job-seeker, you get help to create your identity from this portal.

The platform's mission is to empower 5 million women across Asia and Africa through career guidance, skills for jobs and job opportunities. It enables career-focused learning by partnering with education platforms like NIIT, Testbook, English Edge, edX, and more.

THE OBJECTIVE

- Connect with women on a one-to-one basis
- Guide women in their journey to complete their courses and tests on time
- Provide a seamless learning experience to women

THE CHALLENGES

- Identifying and mapping learners' preferences
- Contextually reaching out to women at scale
- Building various segments and figuring out the right communication

THE SOLUTION

The teams at WebEngage and Glow & Lovely Careers collaborated to adopt a hyper-personalized engagement approach to engage with the women learners and improve their experience with the platform.

WebEngage has helped us deliver a smooth learning experience to users on our platform and has played an instrumental role in our user engagement activities. Customer Success and Support teams at WebEngage have been proactive in solving our challenges and coming up with new ideas to boost our platform engagement.

— Ragini Chilappagari
Global Brand Development, Glow & Lovely
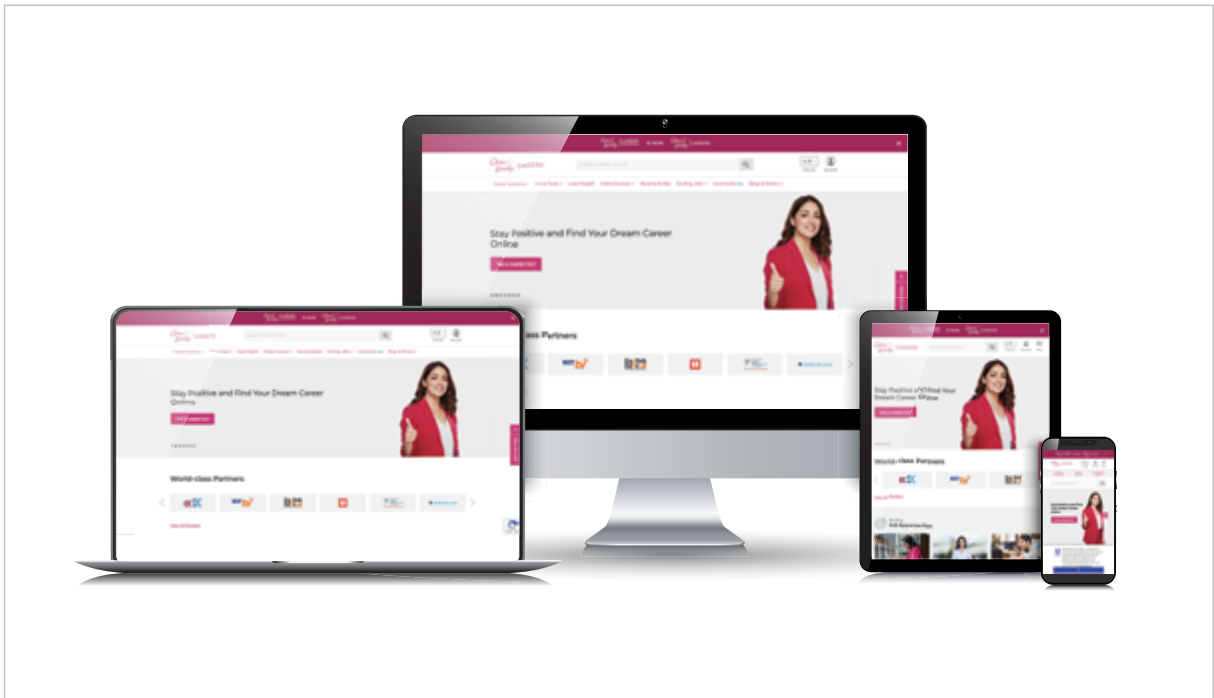
So why did Glow & Lovely Careers choose WebEngage?

- The Product and Marketing teams at Glow & Lovely Careers wanted to digitally handhold women to take tests and courses on the platform by utilizing **hyper-personalized user journeys**.

- The Glow & Lovely Careers team, apart from gleaning data from their inhouse analytics and backend, wanted a **customer data platform** which could help them get a unified view of every user and offer a seamless, 360-degree user experience.

With clear expectations in mind, the WebEngage Onboarding and Customer Success teams proactively coordinated with the teams at Glow & Lovely Careers to identify and discuss the use cases. After successful integration and deployment, Glow & Lovely Careers was ready to achieve its goals and implement some primary use cases while solving specific challenges that they had already been facing.

Read through to find out how Glow & Lovely Careers solves various use cases using the WebEngage dashboard.

Goal #1: Maximize course enrollment

Glow & Lovely Careers experiences a massive traction on their platform regularly. However, several prospective learners who visit the platform don't instantly realise the actual potential of the courses and guidance provided by the platform. So Glow & Lovely Careers wanted to make sure that maximum **prospective learners are able to identify the benefits of the courses** and quickly **enroll themselves for the courses that match their career aspirations**.

Challenge #1: Identifying and mapping learners' preferences

When hundreds of prospective learners visit the platform and browse through various courses, it **isn't easy to identify their preferences manually** and encourage them to enroll for the best courses that would aid the learners in improving their skills.

Solution #1: Hyper-personalized, course-based engagement

The Customer Success Manager (CSM) at WebEngage and the Marketing team at Glow & Lovely Careers concluded that the best way to establish trust and encourage maximum prospective learners to enrol for the courses would be through hyper-personalized and highly relevant learner engagement.

To put the plan in action, Glow & Lovely Careers leveraged the WebEngage Journey Designer. And **executed learner lifecycle campaigns through the journeys**.

The journey was executed for all the visitors who view the course section. So every time a prospective learner visits any course on the Glow & Lovely Careers platform, the learner gets a Web Push encouraging her to enrol for the course.

Subsequent campaigns across email and web push are sent through intervals of a few hours to learners who haven't enrolled for a course within a few hours of viewing the course.

These campaigns are personalized based on the type of course viewed by the prospective learners - to establish confidence and connect with the learner.

Here's how the communication sent from course enrollment journey looks like:

Email Campaign

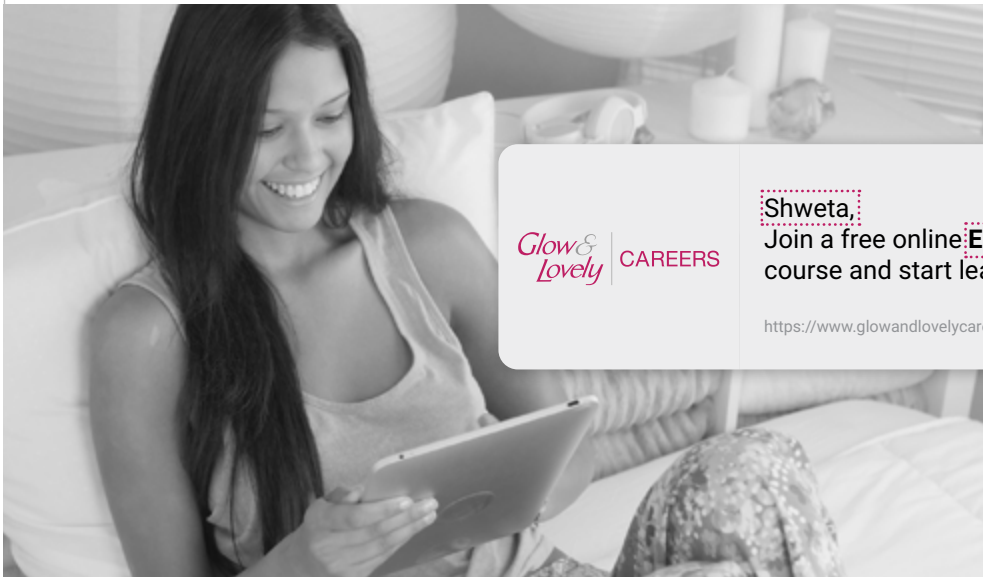*Glow & Lovely* | CAREERS

Hello Jennifer,

You can achieve your dreams!

Join a free online **Law and Order** course and start preparing today.

Join Now

Web Push Campaign

Glow & Lovely | CAREERS

Shweta,
Join a free online **English** course and start learning.

https://www.glowandlovelycareers.in/en/

Result

33% uplift in course enrollments

Goal #2: Nudge women learners proactively to ensure course module completion

Glow & Lovely Careers' goal was to encourage women learners to complete their abandoned courses on time and assist them wherever they get stuck. The team also wanted to ensure that women do not miss out on any learning opportunity to:

- **Stay ahead of the learning curve**
- **Get closer to their dream job**

Challenge #2: Contextually reaching out to women at scale

While we know that context is more important than content, contextual engagement is challenging because the user journey is never linear in a digital environment. To ensure the communication hits the right chord, the teams at Glow & Lovely Careers had to solve the complexity of **sending personalized content to women learners at scale**.

Solution #2: Event-based timely and hyper-personalized communication

With a thorough understanding of the challenge, the WebEngage Customer Success team (CSM), in collaboration with the teams at Glow & Lovely Careers, came up with a multi-channel communication approach using the WebEngage journey designer.

The WebEngage team introduced a comprehensive step by step process to make it easier for the teams at Glow & Lovely Careers to understand the process and hence, execute better.

An Easy 6-Step Process
To Encourage Course Module Completions
— Using WebEngage's Marketing Automation Platform for EdTech —

1 Analyze learners' behavior and actions
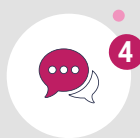Dig into the learners' **unified data** captured on the WebEngage dashboard

2 Define an event to check the course progress of your learners
Use a custom event and its attributes to define the **course completion level** of your learners

3 Choose the right channel(s) of engagement
Easily identify learners' preferred channels using the **channel reachability** feature

4 Craft and personalize the next best communication
Prepare campaign communication for the identified channels (Email, SMS, Push etc.). **Personalize the communication** using learner attributes

5 Choose the appropriate time to send your communication
Deliver your communication at appropriate intervals using **wait blocks and send time optimization**

6 Automate the above steps and start tracking your conversions
Use the **journey builder feature** to combine different logics and **send automated**, **timely nudges** to your learners. And track your conversions in real-time by setting a conversion event in the journey
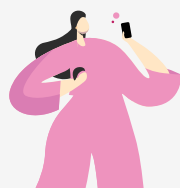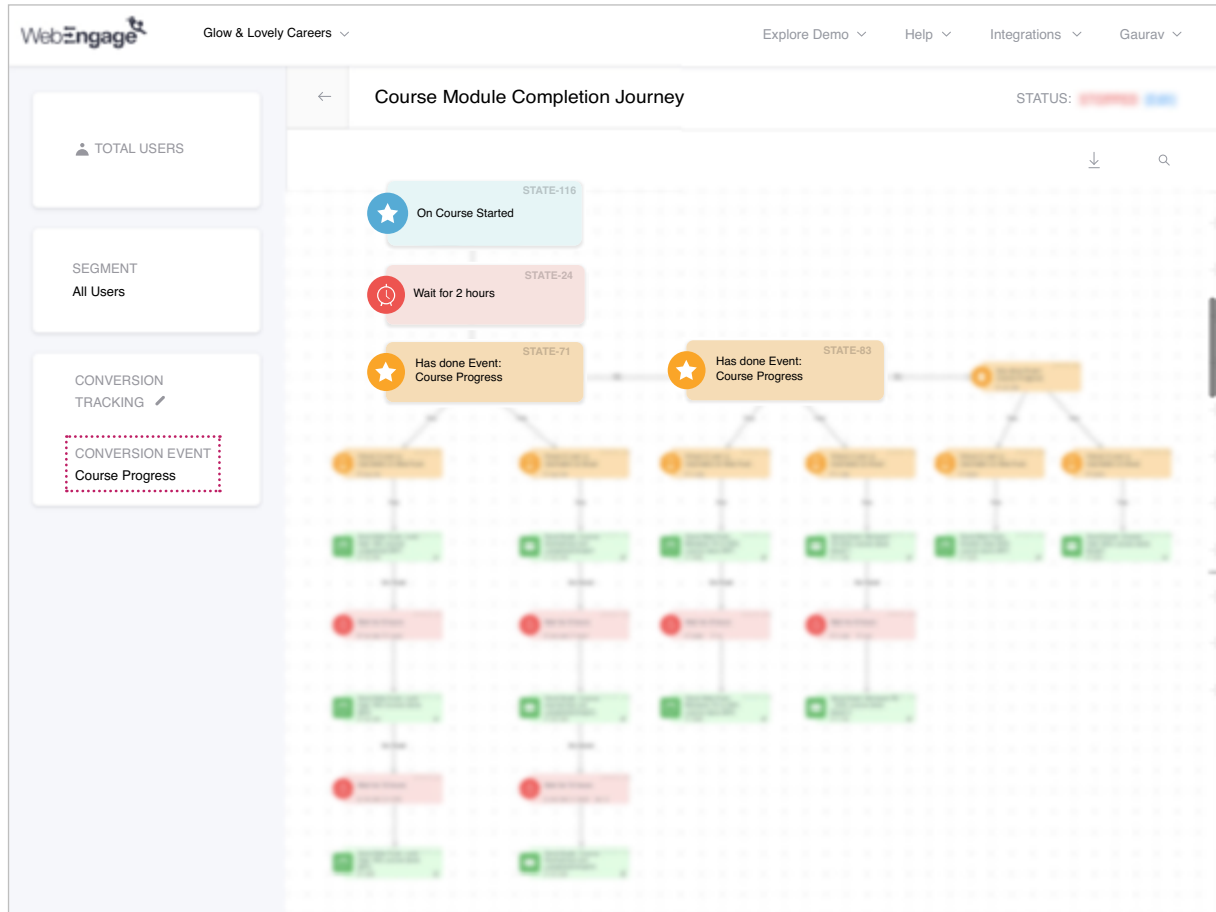
WebEngage

The engagement journey was designed to nudge and encourage women learners to complete their chosen courses and continue their learning spree.

Here's an overview of the multi-channel journey on the WebEngage dashboard:

How does the course completion journey work?

The journey begins with the event trigger *'course started'* and proceeds further by checking the occurrence of another user event i.e. *'course progress'*.

As the names suggest, the *'course started'* event checks if the user has started the course on the Glow & Lovely Careers platform. And the *'course progress'* event checks the status of an ongoing course on the platform.

Subsequently, the journey employs a channel reachability block which checks the reachability of women learners on channels like:

• Email
• Web Push

Based on the conditions, relevant engagement is then planned by scheduling various behavior-based multi-channel engagement campaigns through the journey. With some *wait time* blocks to avoid bothering the users with too many nudges.

Here's how the communication sent on these channels looks like:

Email Campaign

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Hi Sam,

You've completed 70% of your course !

You're just a few steps away from completing your Personality Development course.

Let's do it!

Web Push Campaign

Glow & Lovely | CAREERS   now

Shreya, complete your Finance and Accounts course and get a free certificate.

Get started!

Here's something interesting about how every campaign was planned, customized and delivered based on the learners' level of progress.

After checking the *'course progress'* event, the journey gets divided into 3 different branches based on percentage completion of the course:

- **When course completion is <15%**
- **When course completion is between 15-50%**
- **When course completion is >50%**
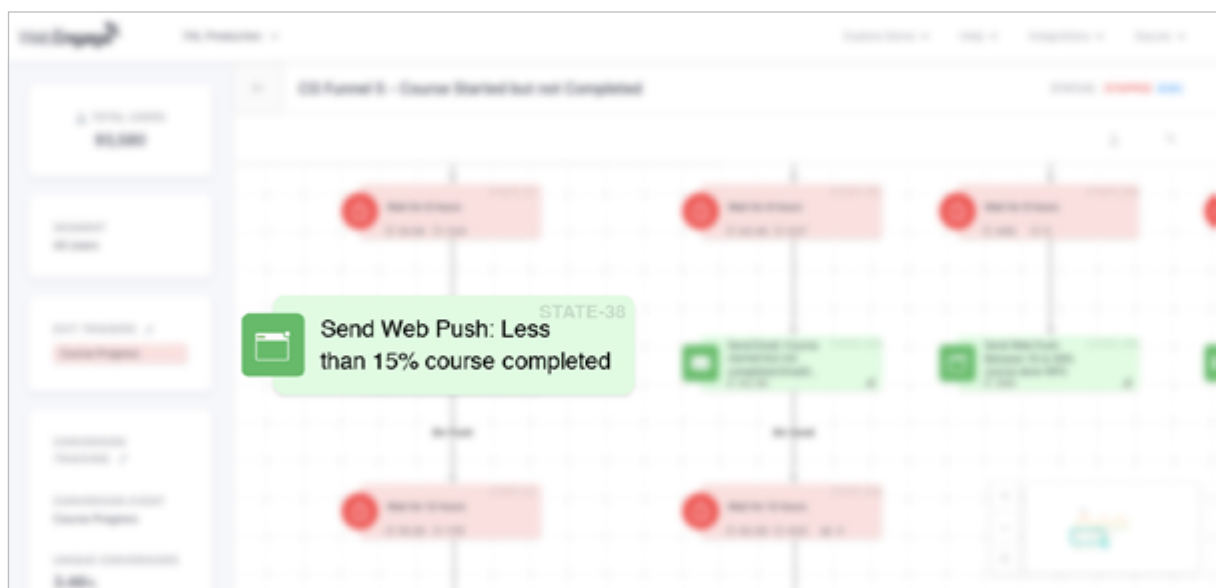
The percentage demarcation ensures that a woman enrolled in a course receives **hyper-personalized, contextual communication** based on her course progress. She also gets a clear understanding of how much is left to be completed.

Such action-based communication at scale enabled Glow & Lovely Careers to nudge and encourage the women to complete their courses on time and empower them to achieve their career goals.

Result

Sending timely and progress-specific course completion nudges to its women learners using the WebEngage Journey Designer helped Glow & Lovely Careers encourage women to complete their courses at scale. And witness significant results like:

40% **average email open rate throughout the journey**
11.22% **learners completed the course**

Goal #3: Create a positive feedback loop to improve the learning experience

Over time, women from diverse backgrounds have developed an emotional attachment with Glow & Lovely Careers because the platform goes out of its way to help women secure a bright future. To continue delivering on such expectations, the Glow & Lovely Careers team wanted to **improve the platform experience** and the most efficient way was to **collect feedback from women in a targeted manner**.

Challenge #3: Building various segments and figuring out the right communication

Manually identifying and targeting different segments of users can be a daunting task for any marketer. Even for a minute, let's assume that someone from the Glow & Lovely Careers Marketing team decides to manage this manually. It would certainly lead to:

- Mismatched targeting
- Cumbersome campaign execution
- Low engagement
- Non-linear learner experience

Solution #3: Engagement-led, personalized surveys

To help the Glow & Lovely Careers team deliver the best experience to women, our team recommended leveraging surveys on the WebEngage dashboard. With the goal in mind, the team started implementing surveys to target **different women cohorts based on their level of engagement with the platform**.

So how did the Glow & Lovely Careers team decide the women's engagement level?

Engagement levels were decided based on women's interaction with the platform. For example, if a woman has only **viewed** a course, she can be categorized as *lightly engaged* compared to another woman who has **enrolled** in a course and is considered as *deeply engaged*.

For *lightly engaged* learners, an on-site survey was designed to display after a time delay of 60 seconds. On the other hand, for *deeply engaged* learners, a full-page off-site survey was created and sent on email.

Here's how the surveys created for different engagement levels look like:

Lightly engaged learner

Hi Ira, help us with your feedback! (1/4)

Q. How did you find out about Glow & Lovely Careers?
- Facebook   - Google   - Others

Q. Did you find the course that you were looking for?
- Yes   - No

Deeply engaged learner

Glow & Lovely | CAREERS

How did you find out about Glow & Lovely Careers?
- Facebook
- Google
- Others

Do you think Glow & Lovely Careers is helpful in offering you job opportunities and internships?
- Yes
- No

Through Glow & Lovely Careers, do you feel inspired to take the next step in your career/ education?
- Yes
- No

Do you think through Glow & Lovely Careers is helping women achieve a better future?
- Yes
- No

Submit

Result

With a targeted approach in collecting feedback, the Glow & Lovely Careers team witnessed:

58% response rate from deeply engaged learners
55% response rate from lightly engaged learners
19.94% email open rate

WebEngage

Embracing a behavior-based, contextual approach and delivering targeted surveys using the WebEngage dashboard fueled maximized engagement and accelerated course completions for Glow & Lovely Careers.

The Web**Engage** Effect on

Glow&
Lovely | CAREERS

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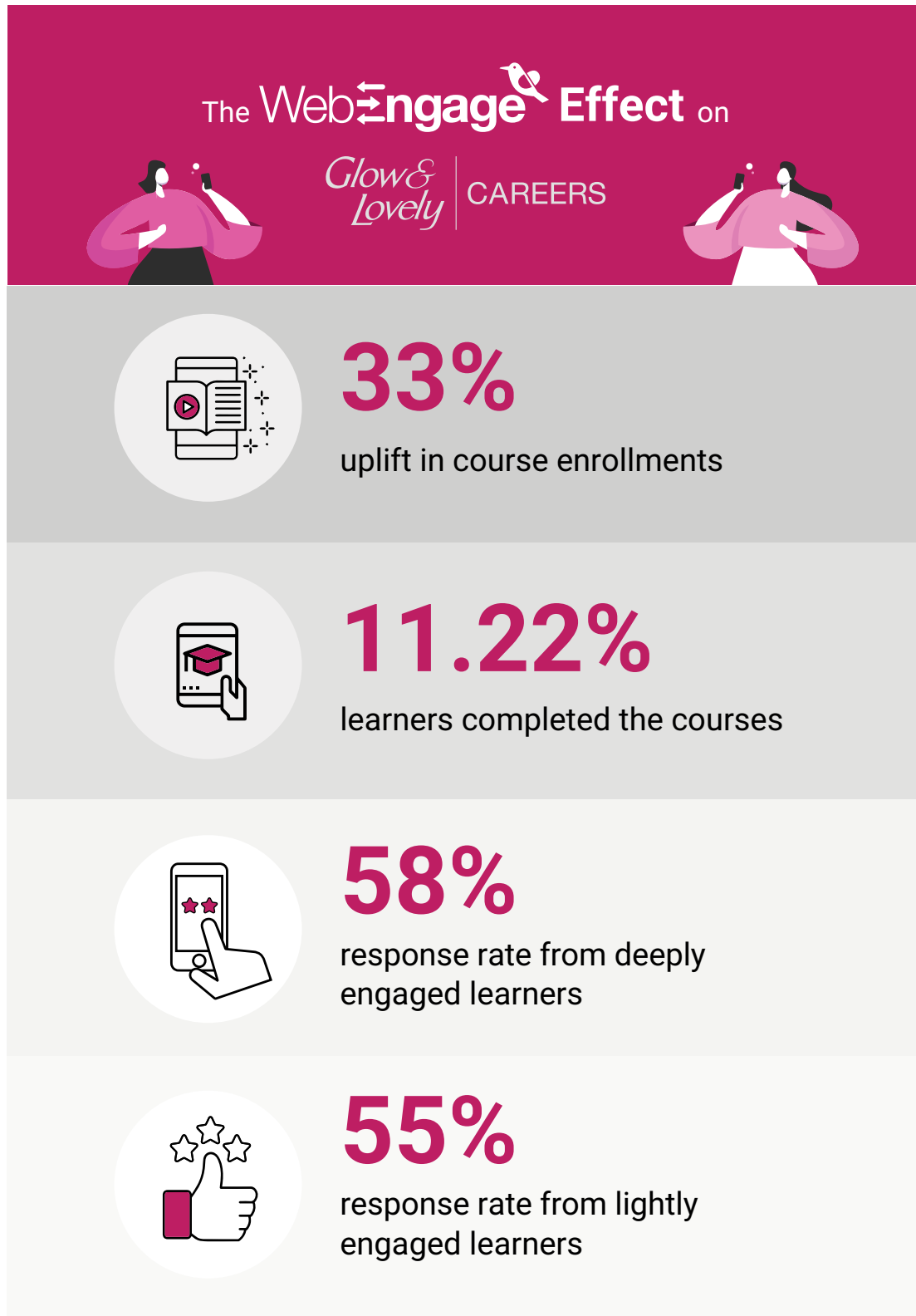
Summary

Every business strives to improve the user experience and deliver on user expectations. WebEngage enabled Glow & Lovely Careers to get a complete picture of their platform engagement and subsequently improve the learner experience.

WebEngage powers learner, teacher and parent engagement for some of the leading EdTech companies across the globe. Including the likes of Toppr, Unacademy, Testbook, Cuemath, and Simplilearn to help them streamline their retention marketing initiatives and boost conversions.

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Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo

WebEngage

WebEngage is a consumer data and a full-stack marketing automation platform that empowers consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

TALK TO US TODAY

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