



A leading online education platform, **boosts its revenue by 25%** through multi-channel student engagement ●●●



## COMPANY PROFILE

Shaw Academy is a leading online education platform founded in 2012. The platform offers 100+ skill development courses to over 12 million students. Whether you are a full time professional, part-time worker, someone looking for a career change, or starting your own venture, Shaw Academy makes it easy to get real qualifications by empowering students all over the world.

Shaw Academy's mission is to deliver great education and provide accessible, affordable learning to everyone.

## THE OBJECTIVE

- **Engage** with the students timely and effectively
- **Accelerate** freemium to premium conversions
- **Retain** existing students
- **Encourage** the students to keep coming back to the platform

## THE CHALLENGES

- Contextually engaging with students at scale
- Mapping the students' learning preferences with the communication
- Motivating the students by sending unique, personalized communication at scale

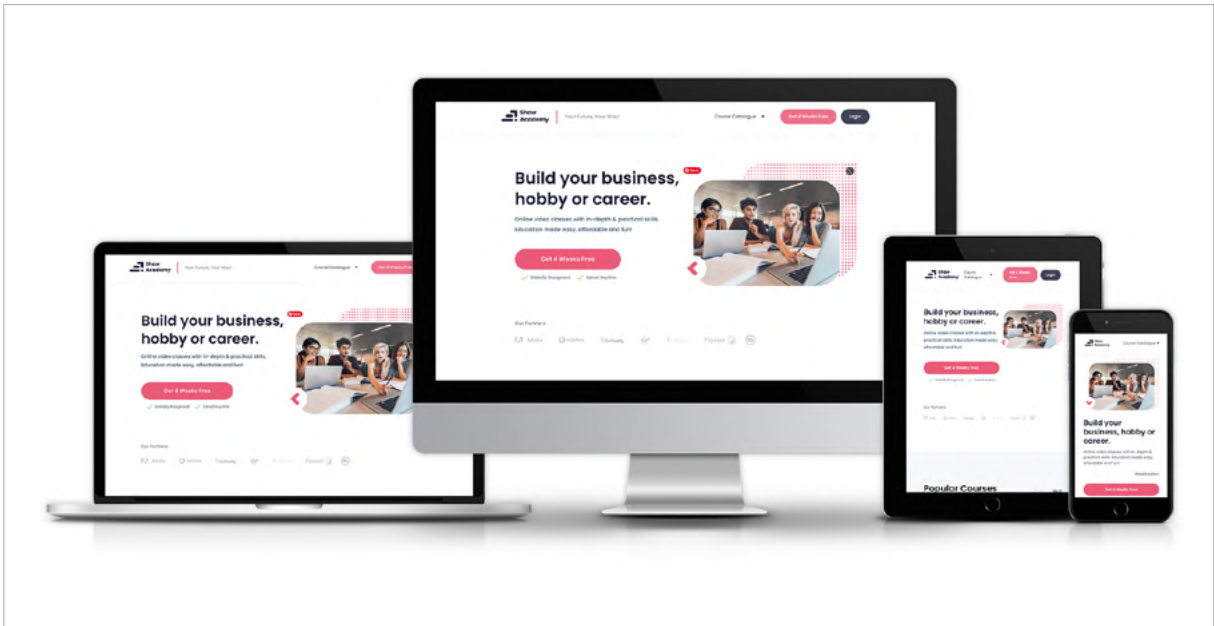
## THE SOLUTION

Shaw Academy adopts a hyper-personalized and localized multi-channel approach to engage with its students, encourage them to continue using the app, and boost its revenue.



WebEngage has been crucial in revolutionizing our entire online user experience. The platform has helped us deliver a highly-personalized experience to our students consistently. The Customer Support and Customer Success teams at WebEngage are supportive like no other teams I have encountered.

— Scott Newton  
CCO at Shaw Academy



## So why did Shaw Academy choose WebEngage?

- The product and marketing teams at Shaw Academy wanted to **scale their reminder communication framework** (details in solution #1) from limited time slots of 7 PM GMT, 7 PM EST, 8 PM IST to 24 hours a day and 365 days a year.
- The teams at Shaw Academy chose WebEngage as they realized that WebEngage has the perfect mission - to help consumer brands take their user engagement and growth to the next level. Additionally, they also discovered that **WebEngage was able to handle the scale of millions.**

With the expectations in mind, the WebEngage Onboarding team proactively coordinated with the team at Shaw Academy to identify and discuss the use cases. As this was a process of configuring the user data at a scale of millions, the teams did stumble upon a few hurdles. But made it through with persistence and a desire to achieve growth, together.

After successful integration, Shaw Academy was ready to achieve its goals and implement some primary use cases.

Read on to find out how Shaw Academy solves various use cases using WebEngage.

## Goal #1: Increase class attendance

Shaw Academy's goal was to boost student engagement with the platform and the most obvious way to achieve it was to nudge the students to attend their classes on time. Shaw Academy wanted to make sure that its students do not miss out on any learning opportunity and complete their lessons on time, resulting in the improvement of **Shaw Academy's North Star Metric - Lesson Attendance**.

## Challenge #1: Contextually engaging with students at scale

Contextual engagement is challenging because you have to identify the intent and behavior of the student. You have to ask yourself questions like:

- What does the student expect from the platform?
- What does the student want to achieve after completing the course she has enrolled for?
- How does the student interact with the educators?
- What excites the students to attend the class?

To get answers to such questions to send contextual messages, all the **student data had to be collated** at a single place to have a unified view of each student. Which was a daunting task for the teams at Shaw Academy.

## Solution #1: Action-based, timely, and hyper-personalized communication

With a thorough understanding of the challenge, the WebEngage Customer Success (CSM) team collaborated with the teams at Shaw Academy to come up with a **multi-channel communication approach** using the [WebEngage Journey Designer](#).

In order to implement the multi-channel student engagement strategy, the CSM team first assisted Shaw Academy in consolidating the student data from across various touchpoints and platforms (app and web) that Shaw Academy comprises.

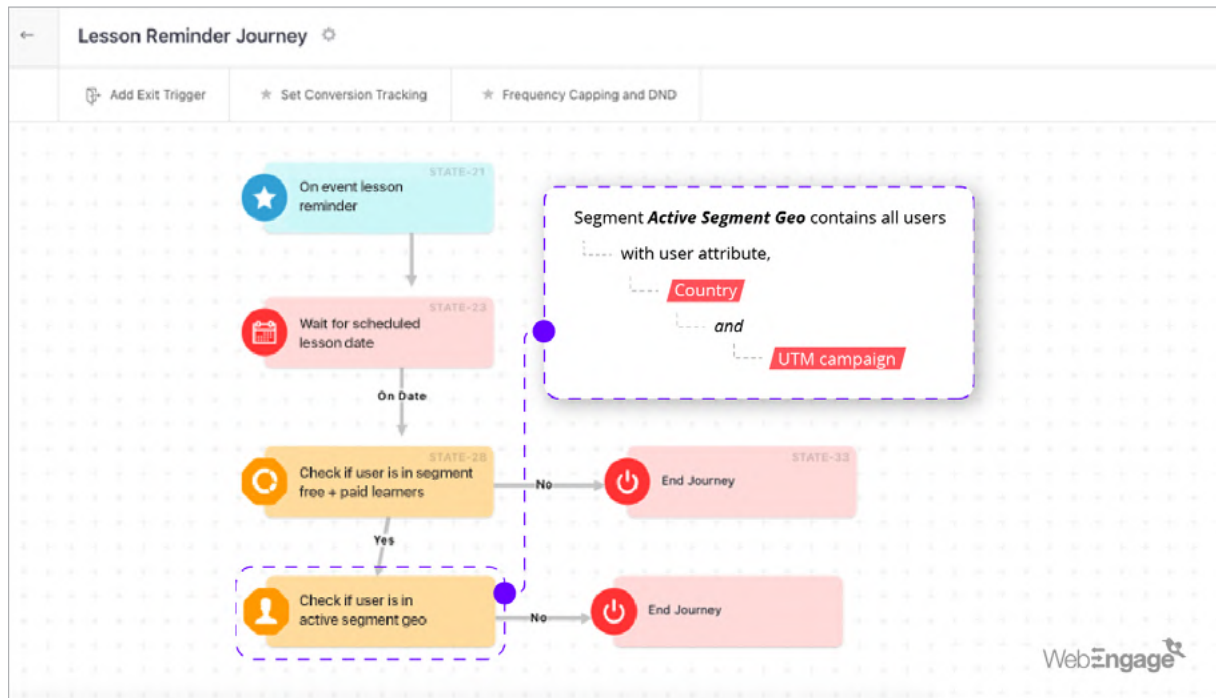
## Why is a Unified View of Your Customer important?

“ Having a **Unified View of Every User** helps in having a 360-degree view of all the touchpoints, and the actions that a user performs across channels and mediums. This helps in instantly identifying the user's preferred time, channels and also helps in delivering meaningful communication to the user - leading to fruitful results and long-lasting customer relationships! ”



WebEngage

Once the data was in place, the user engagement journey was designed to encourage students to attend their classes on time.



Before we get into the functionality of this journey, did you notice something impressive?

Let us make it clear.

The journey above involves a **two-step customization process**.

The first step is the **free + paid students** check where the system checks whether the student is a paid student or not.

The second step is the **Active Segment Geo** check where the system checks student (user) attributes like **Country** and **UTM campaign**.

Now the obvious question here is - why is two-step customization required?

**FIRST** → To ensure that not even a single user receives incorrect communication from Shaw Academy. For example, if a student named 'Jane' has already attended a Digital Marketing course, then Shaw Academy would want to avoid sending a nudge asking Jane to attend a "Cooking" Course.

**SECOND** → Shaw Academy, being a global brand, understands that every country has its local laws, language, forms of currency, and payment. By adding this extra layer of user attributes, Shaw Academy abides by its mission of delivering personalized learning at scale.

### **How does the reminder communication journey work?**

The communication workflow starts only when the event '**lesson reminder**' for every course is received from the backend system of Shaw Academy. This is important as the course details and schedule are managed on the Shaw Academy app and website. And the engagement communication from WebEngage needs to go out based on these course schedules set by Shaw Academy.

**Lesson reminder** is a [custom event](#) with attributes like -

- Course Name
- Lesson ID
- Lesson Name
- Lesson Number
- Registration ID and so on.

Subsequently, the wait block waits for the '**scheduled lesson date**' to occur and then checks whether the student is a free student or a paid student.


To contextually engage its students, Shaw Academy leveraged the following channels via this journey:


- Email
- SMS
- Push
- Web Push and
- WhatsApp



Here’s how the communication sent via the Lesson reminder journey looks like:

### Email Campaign






WELCOME TO YOUR FUTURE. YOUR WAY!


## Digital Marketing

Get prepared for your first class by getting your Course Starter Pack and class reminders on WhatsApp!

Get Starter Pack!



To secure your future all you need to do is attend your classes.



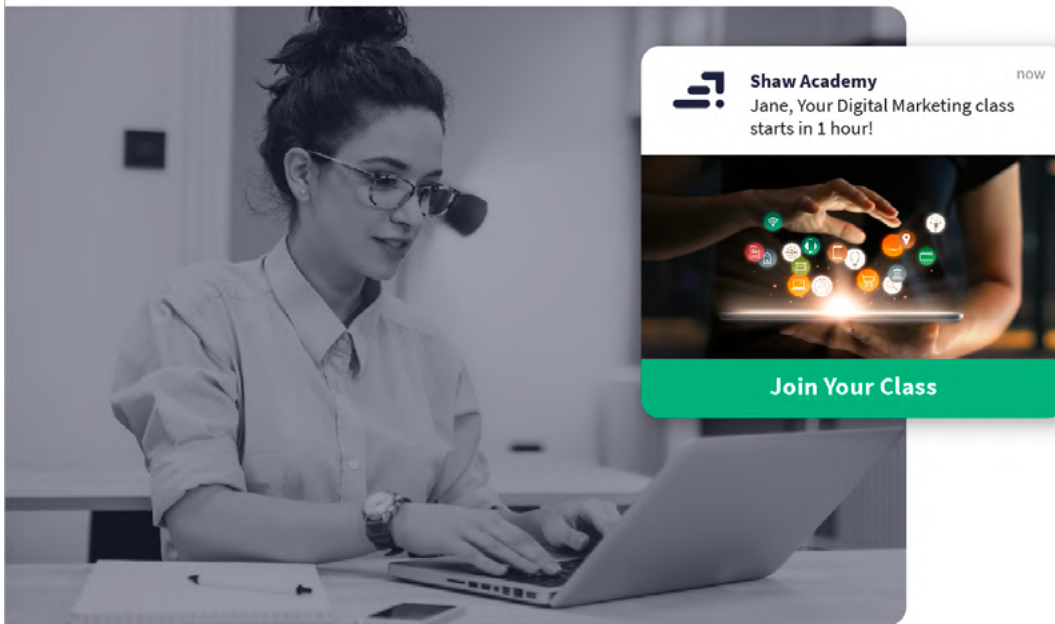
When is my class?  
You have 2 classes per week that you have already scheduled. Your first class this week is on 12th October 2020 at 3:20 PM.

Add to Calendar

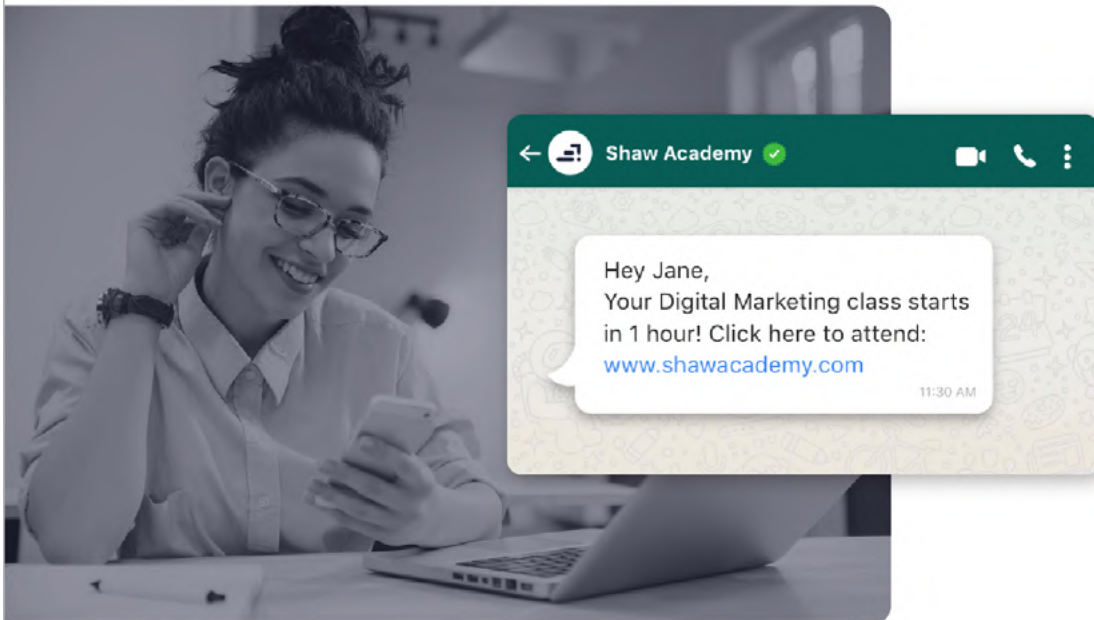
Make learning your path today!  
Your future, your way.



## Web Push Campaign



## WhatsApp Campaign



Action-based and localized communication at scale enables Shaw Academy to nudge and persuade the students to attend their lessons on time and as a result, boost its **North Star Metric - Lesson Attendance**.

## Result

Shaw Academy has been able to drive significant results by having a Unified View of every student and sending timely, hyper-personalized communication based on the student's preferences.

**A 100% increase** in Lesson Attendance through all channels combined  
**10% increase** in Lesson Attendance through WhatsApp Campaigns

## Goal #2: Accelerate free-to-paid course enrolments

Shaw Academy operates on a freemium model where it offers a **4-week free course on sign up** and then nudges the students to opt for a paid membership to continue uninterrupted learning and unlock additional features. Given the nature of the business model, it's critical that the students complete their free trial and don't abandon it midway.

Shaw Academy wanted to encourage its free students to continue their learning spree. Precisely, following a two-step formula of motivating the students through timely nudges and then **converting them into paid students**.

## Challenge #2: Mapping the students' learning preferences with the communication

The challenge with triggering the purchase behavior is associated with 'decision anxiety.' With so many options and courses available on the platform, students often experience the effect of choice overload. The students know that they want to make a choice, but simply cannot because they are not able to capture and assess the available options to such a degree that they can confidently make a purchase decision.

That's where **guided communication** comes in to help students compare the options and make them feel confident about their decision.

## Solution #2: Engagement based on students' course progress

To help Shaw Academy students make the right choice and invest in their future, the WebEngage team introduced a comprehensive step by step process to make it easier for the teams at Shaw Academy to understand the process and hence, execute better.



## An Easy 6-Step Process For **Faster Free-To-Paid Course Enrolments**

— Using WebEngage's Marketing Automation Platform for EdTech —



### 1 **Analyze learners' behavior and actions**

Dig into the **unified data** captured on the WebEngage dashboard



### 2 **Create a segment of high-intent learners**

High intent learners are the ones who are about to or have successfully **completed the free course**



### 3 **Choose the right channel(s) of engagement**

Easily identify learners' preferred channels through 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** by using the Call an API feature to fetch individual information



### 5 **Choose the appropriate time to send your communication**

Schedule campaigns based on learners' (users') **time zone**



### 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.



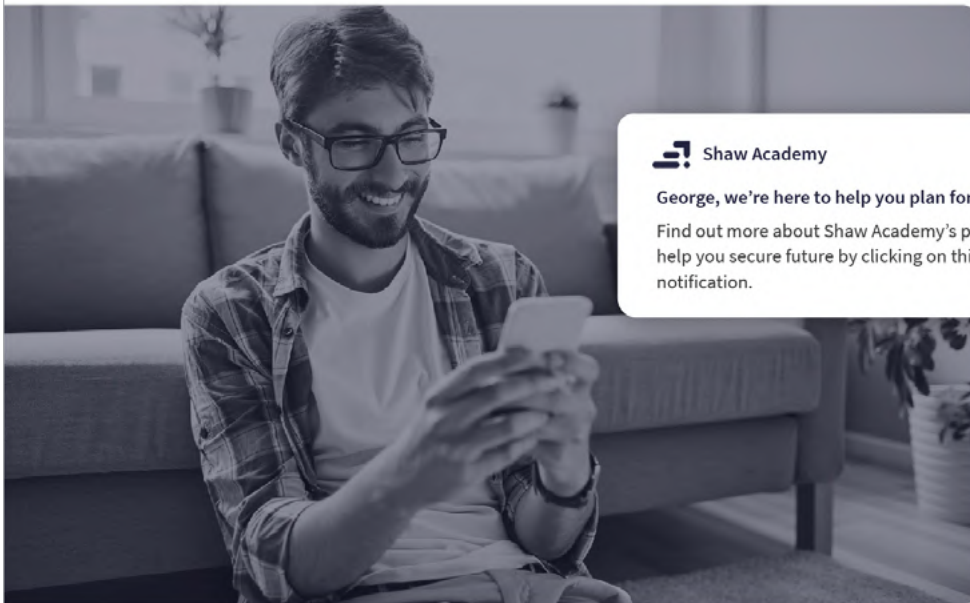
The aforementioned steps can be executed and automated via a journey on the WebEngage dashboard and you can also set up [conversion tracking](#) by defining the conversion event on the journey designer canvas.

**CONVERSION  
TRACKING** ✓

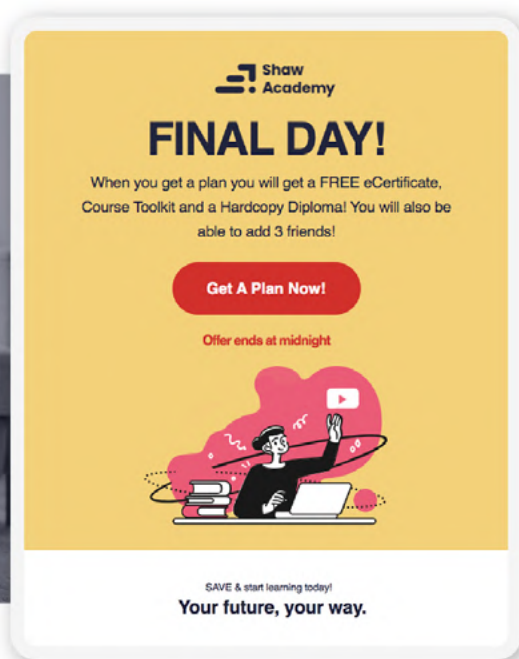
**CONVERSION EVENT  
payment successful**

Here's how the communication sent from behavior based journey looks like:

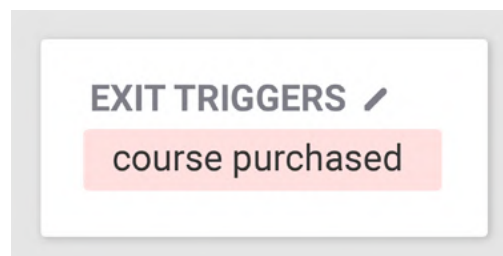
#### Push Campaign



## Email Campaign



Once the student purchases a course, he automatically exits the journey with the exit trigger '**course purchased.**' (as shown in the image below)



**Pro-tip:** *Exit Triggers* can help you end the Journey prematurely for users who have achieved the Journey's end goal, mid-way through their Trip. Read more about *Exit Triggers* on the [WebEngage knowledgebase](#).

## Result

Shaw Academy has been able to witness a **25% growth in revenue** by engaging with the right audience at the right time on the right channel.



## Goal #3: Retain the existing students

With so many options available in the e-learning market, students are always on the lookout for better offerings. Aligning with its mission of empowering students with affordable and accessible learning, Shaw Academy always wanted to keep its offering unique and retain its students as much as it can.

The team at Shaw Academy realizes that no two students are the same and hence, have different learning styles and behaviour. To cater to such a diverse group of students, Shaw Academy has this interesting feature where students can **reschedule their lessons** and attend it at a later date and time as per their convenience. To facilitate such kind of flexibility, the marketing team at Shaw Academy wanted to **send out the right communication** to the right set of students to:

- Offer a flexible and convenient learning experience
- Reduce membership cancellations

## Challenge #3: Motivating the students by sending unique, personalized communication at scale

With millions of students on the platform, **manually segregating them based on their respective attributes** was not only challenging but also extremely time-consuming. Even for a minute, let's assume that someone from Shaw Academy's marketing team sits down to take up the daunting task, chances are he/she will commit a mistake while mapping the right communication to the right set of students.

So, can someone like Shaw Academy afford to send the incorrect message to its students? Of course not!



### Solution #3: Event-based automated student engagement

After carefully analyzing the students' behavior on the platform, the teams at Shaw Academy inferred that the students who have missed their classes are most vulnerable to becoming inactive (dormant).

To engage and retain these students, the team at WebEngage along with the teams at Shaw Academy decided to leverage **WhatsApp as a channel of engagement**.

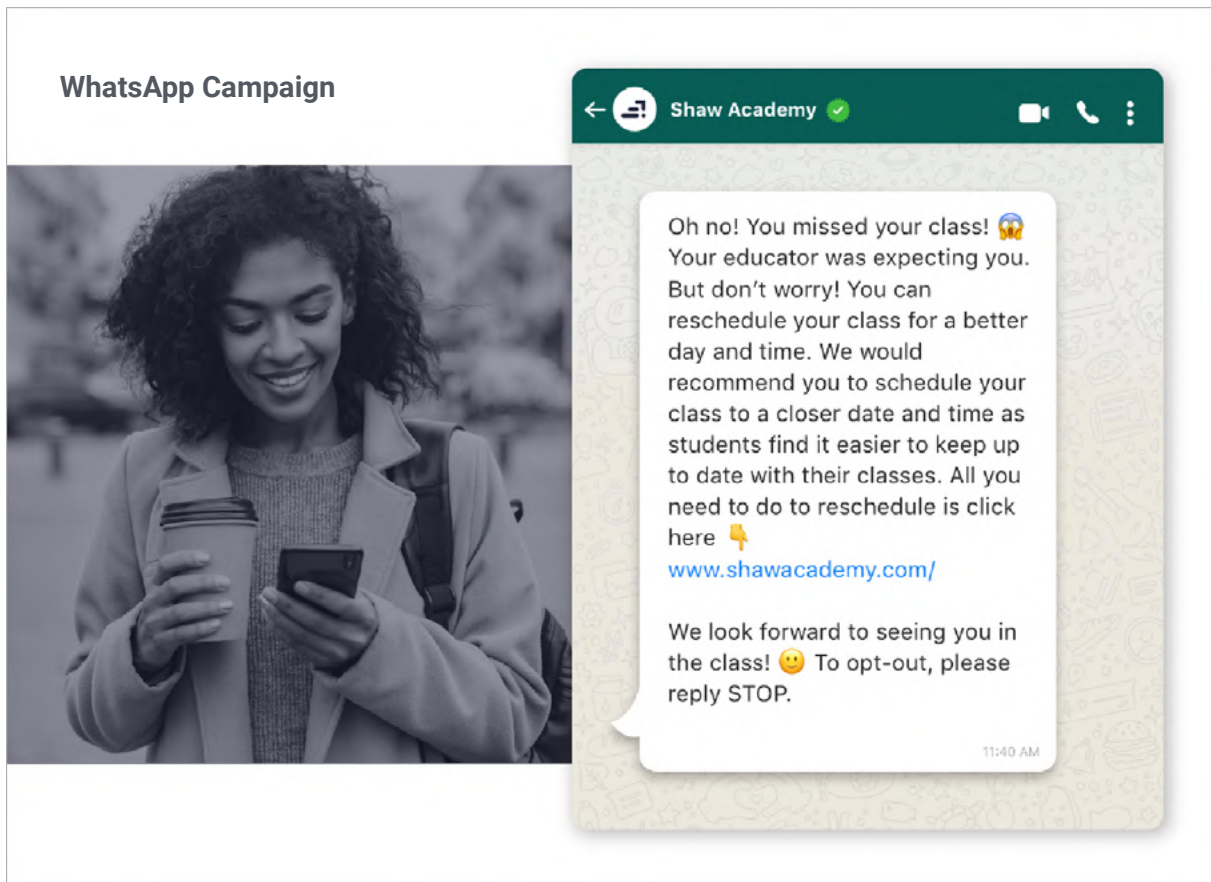
Why use **WhatsApp**  
for EdTech student engagement?

- Have instant, **two-way communication** with students
- Do cross-border, **multilingual communication**
- Add a **humanized touch** to your communication
- Send **multimedia messages**

WebEngage

**Pro tip:** You can localize your WhatsApp messages according to the user's device locale settings. Read more about it [here](#).

Here's how the class reschedule communication sent on WhatsApp looks like:



## Result

Shaw Academy has been able to retain its learners by engaging them on WhatsApp and has also witnessed some amazing results.

- Offer a **flexible and convenient learning experience**
- Reduce membership cancellations by **20%**

## The WebEngage Effect

Shaw Academy has been able to offer a seamless and personalized learning experience to its students using WebEngage. The team at Shaw Academy easily boosts its student engagement resulting in improvement of its **North Star Metric - Lesson Attendance**.



## Summary

WebEngage enables Shaw Academy to not only get a holistic view of its students, but also engage meaningfully with the students at the right time.

At WebEngage, we are privileged to be associated with a vast portfolio of EdTech companies such as [Toppr](#), Unacademy, [Testbook](#), [Cuemath](#), and Simplilearn among others.

## Loved the case study?

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

[Schedule my free demo](#)



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.

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