NxtWave Soars To 60% Feedback Response Rate With WebEngage's On-Site Notifications

Industry	Founded in	HQ
Edtech	2020	Hyderabad, India

About NxtWave

NxtWave is one of India's fastest-growing edtech startups, revolutionizing the 21st-century job market. The startup is transforming youth into highly skilled tech professionals through its CCBP 4.0 programs, regardless of their educational background. Supported by Orios Ventures, Better Capital, and Marquee Angels, NxtWave raised $33 million in 2023 from Greater Pacific Capital. As an official partner for NSDC (under the Ministry of Skill Development & Entrepreneurship, Govt. of India) and recognized by NASSCOM, NxtWave has earned a reputation for excellence. Some of its prestigious recognitions include:

- Technology Pioneer 2024 by the World Economic Forum, one of only 100 startups chosen globally
- 'Startup Spotlight Award of the Year' by T-Hub in 2023
- 'Best Tech Skilling EdTech Startup of the Year 2022' by Times Business Awards

NxtWave Founders Anupam Pedarla and Sashank Gujjula were honoured in the 2024 Forbes India 30 Under 30 for their contributions to tech education.

NxtWave breaks learning barriers by offering vernacular content for better comprehension and retention. With subscribers from 647+ districts and learners hired by over 1500 companies, including Google and Amazon, NxtWave bridges the academia-industry gap.

> At NxtWave, we're committed to bridging the gap between academia & industry by rapidly building industry-relevant skills in students to make them industry-ready.
>
> It is always a learning curve for us to connect with our diverse student community. Identifying the right target audience for sending segment-specific information and personalizing communication to enhance the experience for students requires considerable effort.
>
> This is where WebEngage comes into the picture and helps us automate user segmentation, send personalized messages, revolutionize our marketing approach by consolidating omnichannel efforts into a single cohesive platform, and optimize user experience through feedback collection.
>
> WebEngage's user-friendly features have transformed the way we reach out to students. It's not just a tool; it's like a helpful friend, making it easy for us to connect with our diverse student community. It's straightforward and aligns perfectly with our goal of revolutionizing education through cutting-edge digital solutions.
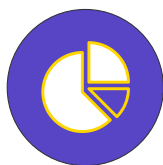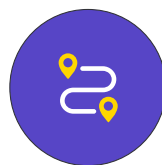
Sashank Gujjula
Co-founder & Head,
Customer Experience

in

Key Features Used

Live Segments

Google & Facebook Channels

Journeys

WhatsApp

On-site Notifications

SMS

Email

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NxtWave's Objectives

NxtWave sought a marketing automation platform to automate tasks, and deliver timely, relevant, personalized content. Their focus areas encompass:

- ✓ Personalization
- ✓ Reducing manual effort
- ✓ Omnichannel marketing
- ✓ Automation at scale

NxtWave's Challenges In Driving The Objective

The two major challenges the edtech team encountered while refining its marketing automation and retention efforts were:

- ✓ Engaging the students
- ✓ Reduce the churn rates

Why Did NxtWave Pick WebEngage?

WebEngage stood out for its comprehensive features, user-friendly interface, and ability to scale with customers' evolving needs.

The platform's emphasis on customer journeys aligned perfectly with the edtech team's goals.

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WebEngage In Action

1 Leveraging On-Site Notifications:

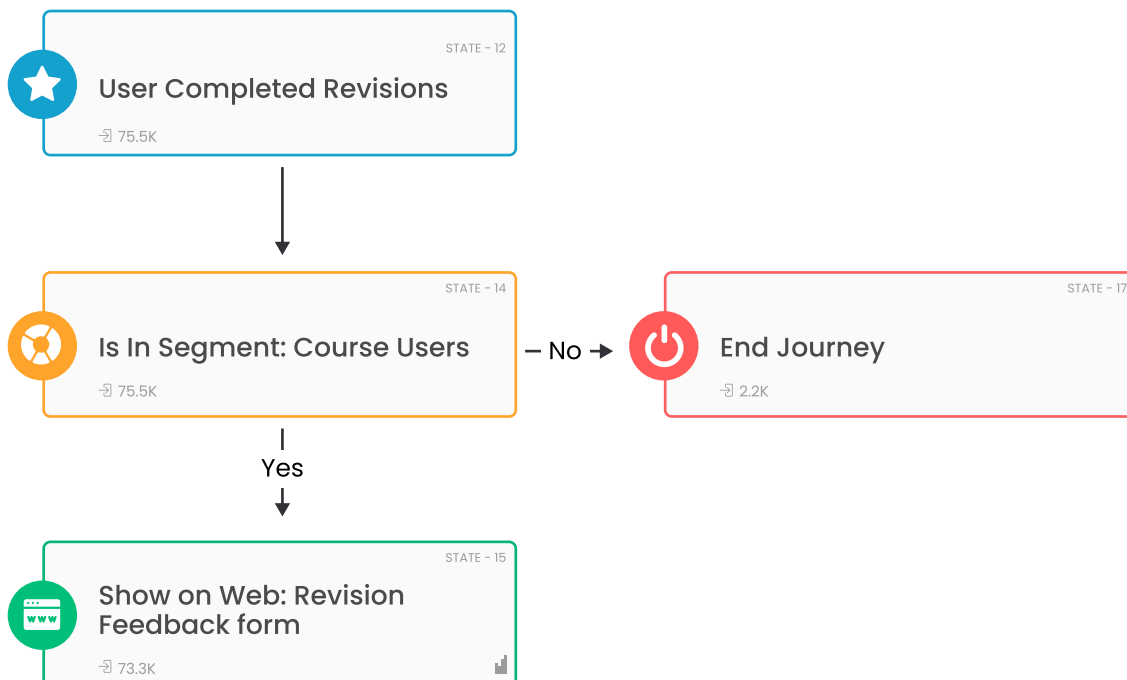How on-site notifications impacted collecting feedback from the users

Use Case

How on-site notifications impacted collecting feedback from the users

Overview

Initially, a manual campaign was launched to gather user feedback for newly added features and learning modules but received limited response.

To collect feedback on the newer learning modules, the team proceeded with WebEngage. To boost engagement and efficacy, the brand utilized the WebEngage platform to send feedback notifications to users upon the completion of specific learning units. Upon the occurrence of an event, a feedback notification appeared on the website, prompting users to provide feedback through a form.

STATE - 12
★ User Completed Revisions
↴ 75.5K

STATE - 14
Is In Segment: Course Users
↴ 75.5K

— No →

STATE - 17
⏻ End Journey
↴ 2.2K

Yes

STATE - 15
Show on Web: Revision Feedback form
↴ 73.3K

Goals

- ✓ Gather valuable user feedback for the newly introduced course and revision features.

- ✓ Improve the user experience based on the user feedback to enhance the product's effectiveness.

Strategies Implemented

- ✓ **Feedback Notification**
  WebEngage prompted a feedback notification on the website upon users completing a learning unit.

- ✓ **Feedback Form**
  Users could click on the notification CTA to access a feedback form, where they could provide their input.

Impact

59%

59% click-through rate was achieved from feedback notifications. In our previous approach, the team sent messages to users using other channels, requesting them to submit feedback forms, but they received only a 4% response rate.

Insights

- ✓ The feedback initiative significantly increased NxtWave' user engagement compared to the previous process, which was manually sending campaigns through WhatsApp to receive feedback on new features.

- ✓ Valuable insights gained for product improvements and enhancements.

Conclusion

- ✓ The team obtained valuable insights and drove user engagement by leveraging WebEngage's On-site Notifications through the Journey Designer. The collected feedback was pivotal in enhancing the product's effectiveness and user experience.

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2 Learning Progress Streak Conversions

Sequential nudges increased users' learning progress and resulted in significant conversion rates.

💡 A brief understanding about NxtWave's courses:

The NxtWave team provides two courses for students to prepare for software careers:
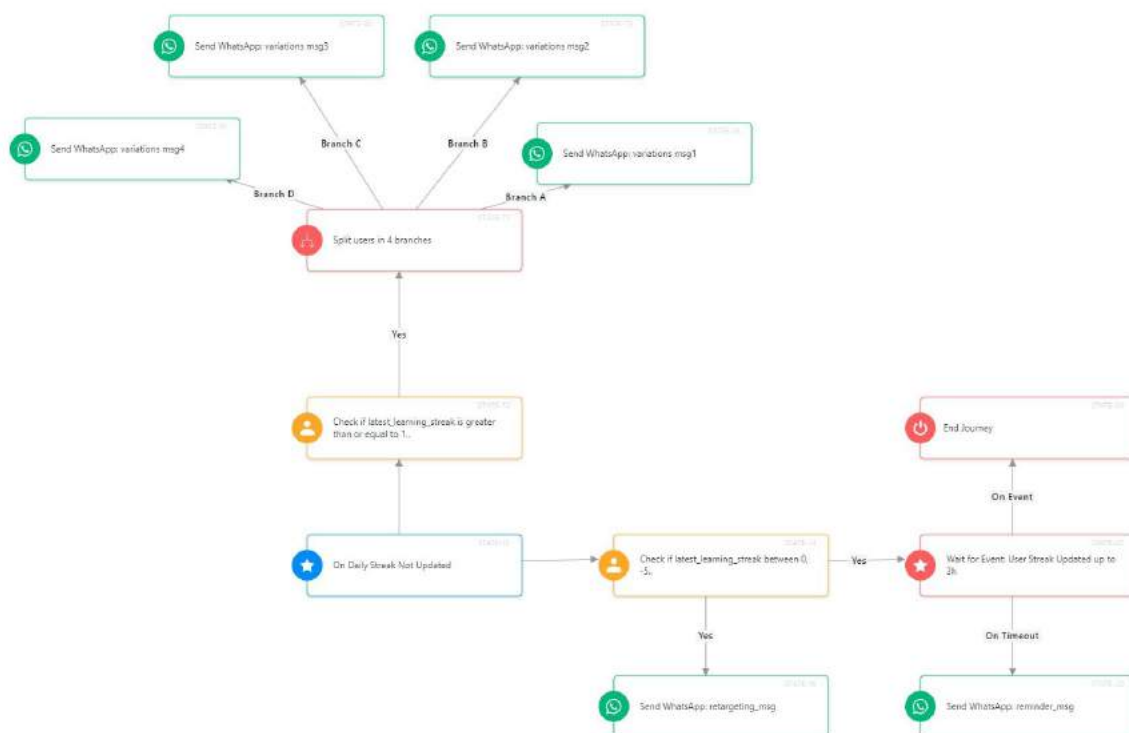
1. Academy

For students who have successfully completed their intermediate/12th grade and are currently pursuing their undergraduate studies (1st, 2nd, and 3rd year).

2. Intensive

For final-year students and graduates from diverse academic backgrounds and degrees.

Use Case

Sending learning nudges to inactive users and users who are most likely to miss their consistency streak.

Overview

The retention team at NxtWave aimed to improve the learning percentage of Academy users.

Through WebEngage, the team ideally wanted to achieve the following things:

- Engage users whose streak is about to decrease/halt and encourage them to maintain consistency in learning, [for users whose consistency score is in the positive ranges].

- Nudging users who are not active on the learning platform for six consecutive days [for users whose consistency score is in the negative ranges].

Strategy Implemented:

The NxtWave team created a journey to send WhatsApp messages to users that haven't learned anything on that day or have done no activity pertaining to the course on the platform.

Impact: Increase in Conversion Rate

12%

Conversion rate for users with a positive streak.

5%

Conversion rate for users with a negative streak.

Campaign Insights

- Automated learning nudges to re-engage inactive users, resulting in a significant conversion rate.

- Personalized reminders were crucial in motivating users to maintain their learning consistency.

Conclusion

Through the implementation of WebEngage journeys, the team effectively re-engaged inactive users and encouraged streak maintenance. The significant conversion rates showcased the positive impact of personalized and timely engagement strategies.

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3 User Segmentation Approach

Providing career guidance session details to registered users based on preferences.

Social Media
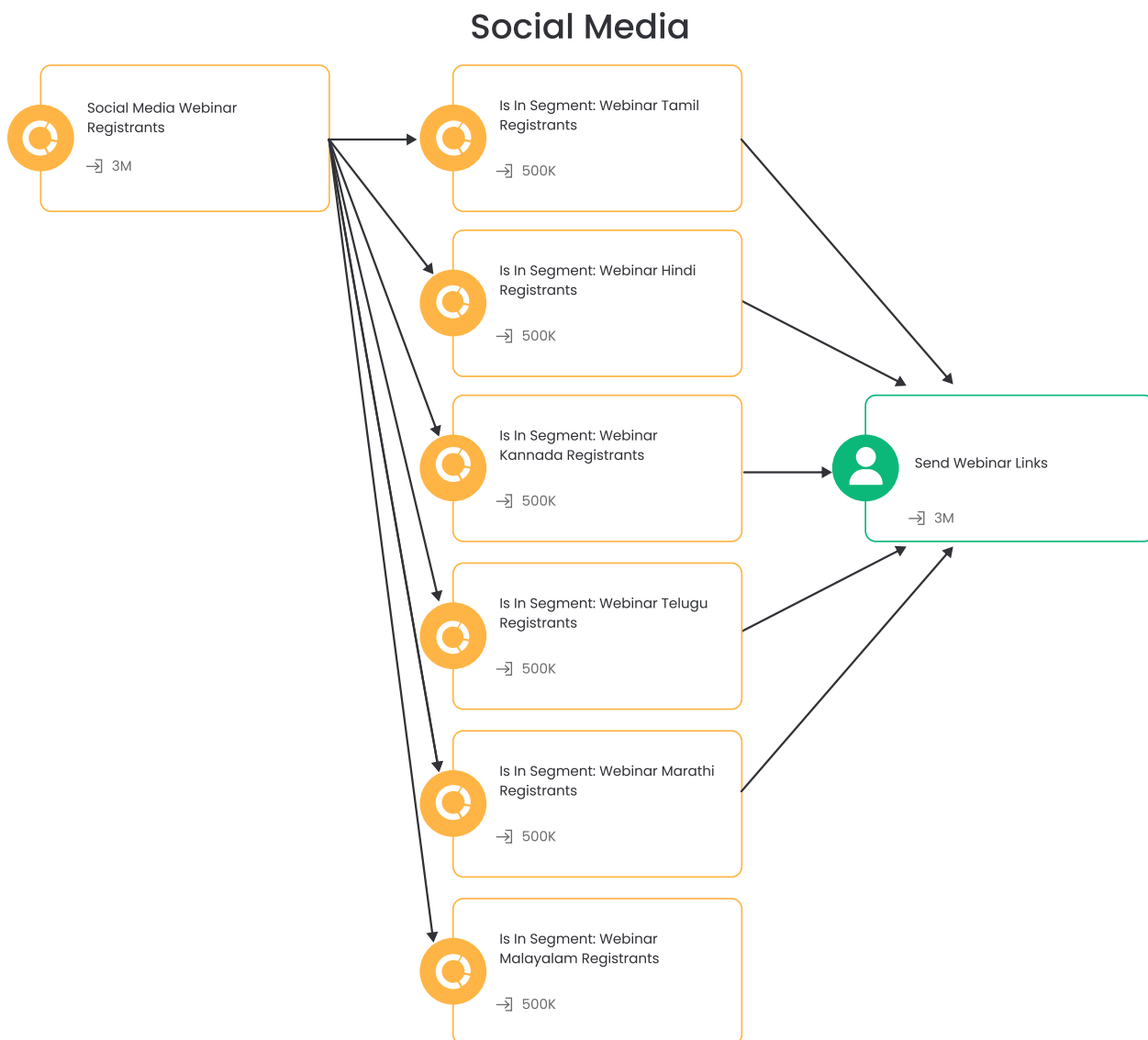
Overview

The NxtWave team has different students incoming from different study levels, like undergraduates, job seekers, workshop attendees, website discoverers, and more.

The team wanted to segment the students based on their preferences and send personalized webinar details. However, doing it manually was critical, time-consuming, and laborious. Hence the team proceeded with WebEngage.

Segmentation Based on User Preferences

WebEngage helped NxtWave segment users based on their preferred language and time slot for attending the webinar. This segmentation simplifies the targeting process by creating distinct cohorts of users based on their language and preferred time slot. Different conditions are set to determine users' language preferences, allowing filtering the already enrolled users from receiving this information.

Manual effort reduced to zero percent

Automating user segmentation allowed the sending of tailored sequences of messages to each cohort based on their preferred date and time and the product they registered for. This eliminated the manual process, saving the resource bandwidth and team efficacy.

Segmented approach

Conditions-based segmentation increases the relevance of webinar promotions, enhancing user engagement and targeting.

Personalization

Sending personalized webinar details based on user-selected time slots increased the likelihood of user participation.

Conclusion

This WebEngage journey exemplifies an effective strategy for promoting webinars through intensive segmentation, personalization, and multi-channel engagement. The journey optimizes user engagement and webinar attendance by tailoring the messaging based on user language preferences and selected time slots.

4 Sharing Instant Updates on the Website

Overview

NxtWave Challenges are designed to encourage growth and competition among students. These include coding, communication, and course-specific challenges to motivate and make students progress.

Use Case:

To keep students engaged and informed, live updates are shared on challenge registrations, progress, leaderboards, rewards, and other important information.

Strategies Implemented

The team used WebEngage's on-site notification campaigns to send quick updates to students, ensuring they stay engaged.

Impact

Increased Engagement

Quick and real-time updates boosted student engagement, creating a lively and competitive atmosphere.

Increased Motivation

Real-time insights into leaderboard standings and rewards motivated students to excel.

Enhanced Interaction

Updates encouraged collaboration and healthy competition among participants.

Conclusion

By using WebEngage's on-site notifications, NxtWave effectively communicated with students and kept them engaged throughout the challenges. Real-time updates on registrations, progress, leaderboards, and rewards made the competition experience immersive and motivating, helping students grow and succeed.

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5 Also in progress...

The NxtWave team fully plans on going full force with their continued use of WebEngage and its dashboard.

They're currently in the process of leveraging other WebEngage features like the Catalog and Recommendation Engine, Web Personalization, Relays, and more.

We wish them all the best for their future endavors and hope to collaborate with them throughout their journey.

Closing Testimonial

"

WebEngage automation capabilities have significantly streamlined our communication workflows, allowing us to deliver personalized messages and campaigns effectively. From push notifications to exporting audiences to Ad accounts, WebEngage provides a comprehensive suite of tools that have simplified our day-to-day operations. "

Revanth Gopi
Head of Engineering

in

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The Way **Forward**

[NxtWave](#), some of the most efficient users of the WebEngage dashboard, has several forward-looking focuses for this year and the following year.

On a product level:

Moving forward, the NxtWave team's primary focus on the product level is to deliver an unparalleled user experience. This encompasses optimizing user onboarding and fostering continuous engagement, reducing churn rates by ensuring higher retention rates, and implementing effective lead-generation strategies.

On a company level:

Their forward trajectory revolves around elevating student learning experiences, amplifying conversion rates, and achieving these goals through increased student engagement, enhanced information dissemination, and improved student participation.

> We wish the entire **NxtWave** team all the best. We look forward to their future endeavors and hope to be a part of their journey every step of the way.

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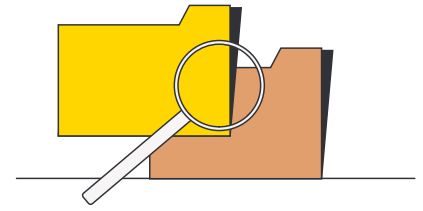
Use **Cases**

Not convinced? Here are some more use cases you can implement with the WebEngage dashboard:

✓ **Improve student attendance through a personalized message strategy**

Understand engagement trends across different course modules and times of the day and bring more students to your live video classes. Personalized messages have emerged as rocket fuel to increase viewership, improve attendance to your live classes, and ultimately the bottom line.

✓ **Accelerate your free-to-paid conversions**

Identify 'premium students' from your vast top-of-the-funnel and help them understand the full range of your product's capabilities and value to speed up the adoption of paid subscriptions amongst your free users by 20%.

✓ **Build a wholesome onboarding experience for your subscribers**

Actively guide your daily subscribers to find new value in your product through experiential learning. As teachers and students come up to speed with your product, it builds their confidence, cuts down on service calls by up to 33%, and increases adoption by 40%.

✓ **Boost course completion rates with less effort**

Users start their tests/courses but don't complete them. Onsite gamification, real-time parent-teacher communication, and keeping parents involved with nudges about their children's absenteeism minimize course drop-off rates by 20%.

✓ **Motivate your dormant students with one-to-one engagement**

Solve for lack of motivation and bring users back to your platform. Execute contextual multi-channel and value-driven campaigns to revive your churning user base by about 15% within three months.

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About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites & apps, we now power over 1 Billion messages sent every day for our customers across 50+ countries and 20+ industries.

Schedule my free demo

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