TimesPro Achieves A Stellar 63% Survey Response Rate With WebEngage

Industry	Founded in	HQ
Edtech	2013	Mumbai, India

About
TimesPro

TimesPro strives to embody the values of Education 4.0: Learner-centric, industry-relevant, role-specific, and technology-enabled, with a goal of making learning accessible for anyone who seeks to grow.

Established in 2013, TimesPro is the award-winning higher-edtech initiative of the Times Of India Group, catering to the learning needs of Indians with aspirations of career growth. TimesPro offers a variety of created and curated learning programs across a range of categories, industries, and age groups. They include employment-oriented early career courses across BFSI, e-commerce, and technology sectors; executive education for working professionals in collaboration with premier national and global educational institutions; and Enterprise Solutions for learning and development interventions at the organizational level.

About the Times Group

With a rich legacy of knowledge and learning spanning over 184 years & one of India's most recognized brands, The Times Of India Group, is a leading conglomerate with a strong leadership presence across all sectors and verticals that are powering India's transformation into a knowledge economy. Today, The Times Of India Group is trusted by millions of Indians. It prides itself on leveraging its intellectual capital base and unmatched credibility to acquire, create, disseminate, and apply knowledge to facilitate economic and social development globally.

WebEngage has been a valuable asset as a platform that has streamlined our customer engagement efforts and delivered tangible results. The support and guidance from the WebEngage team has played a crucial role in our success. We appreciate their partnership in enhancing our digital marketing efforts and recommend their platform to any business looking to improve customer engagement and retention.
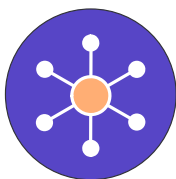
Neha Jhunjhunwala | in
Head- Digital Products and Strategic Initiatives

Key Features Used
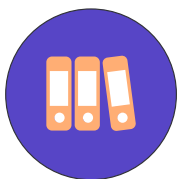
Catalog

Best channel
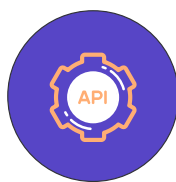
Split Block

Offsite Surveys

Custom Web Push opt-ins

'Call an API' block for verifying details within the catalog

WebEngage
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TimesPro & WebEngage
A Collaborative Effort

Times Pro aimed to boost user engagement by collecting valuable feedback from its audience, helping them understand their needs and preferences better. Moreover, the team wanted to utilize the insights gathered through the feedback to make data-driven decisions that would enhance their educational offerings and services.

Furthermore, TimesPro's objective was to minimize lead drop-offs and enhance lead nurturing efforts, ultimately streamlining their conversion funnel.

Solution

Use case

01

Driving Funnel Conversions with Catalogs

Approach:

- To ensure users got the correct brochures for the course they've enrolled for, the TimesPro team used WebEngage's 'Call an API' block, wherein they sourced the name and link of the brochure from our Catalog.
- Moreover, to ensure a failsafe backup option, the team provided a backup homesite option to users whose brochures weren't available in the Catalog.
- Furthermore, with the catalog, TimesPro also personalized the following aspects:

  - Last application date,
  - Content personalization,
  - CTAs,
  - Education counsellors,
  - The Catalog name and,
  - Catalog link.

- This heavily reduced TimesPro's manual effort to create a separate journey for every course & brochure and streamlined their processes.

Flowchart: On Stage Change → Call an API → Send WhatsApp → (Send Email, Send SMS) → End journey
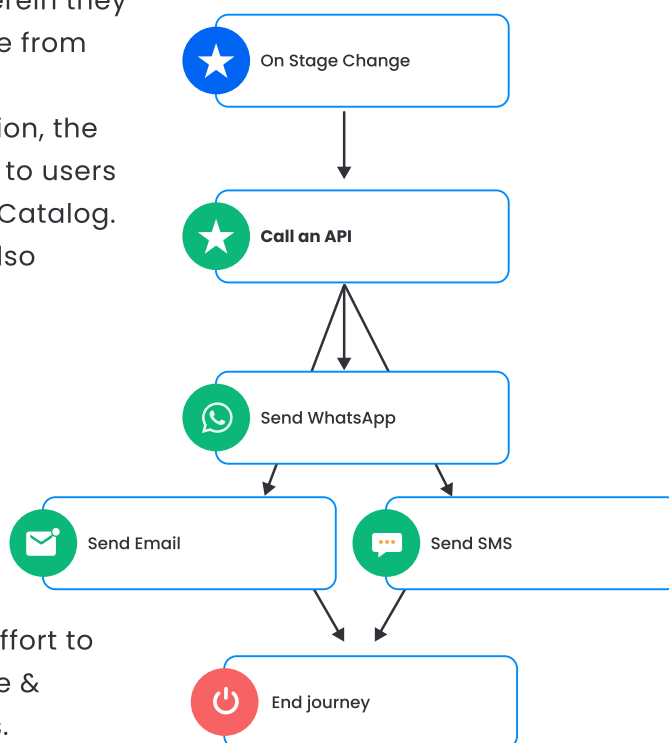
Course Category	Education Partner	Course Name
Marketing and Sales	IIM Calcutta	Exec Prg in Social Media
Finance and Banking	IIM Calcutta	Applied Finance Program
Health Care Management	IIM Calcutta	Exec Prog in Health Management
Operations & Supply Chain	IIM Calcutta	Exec Prog in OM

## Impact: 27% unique conversions

Solution
02

Offsite Surveys

Approach:

1. The TimesPro team used WebEngage's powerful offsite surveys to learn more about their users.
2. WhatsApp as a channel is identified as having higher conversion and engagement rates. Hence the channel was picked for better user understanding.
3. Once reachable on WhatsApp, users were sent a feedback link to learn more about their objectives, the skills they were looking for, key course drivers, and more.
4. The result was also just as expected; users were keen and willing to be redirected offsite to fill out a quick survey, telling TimesPro more about their journey with the course selected.

Impact: 63% response rate

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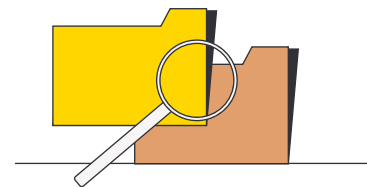
Use Cases

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.

Closing
Testimonial
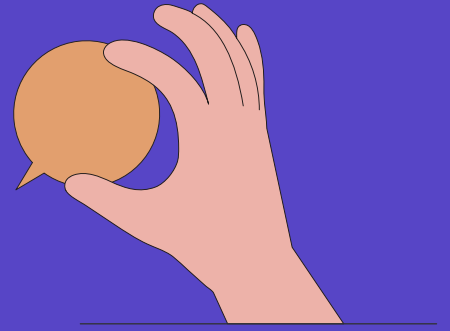
" WebEngage's user-friendly interface and versatile features have made it accessible to all stakeholders, regardless of the technical expertise one holds. The capability to segment our audience and deliver personalized content has significantly boosted user engagement and conversions.

The WebEngage team's support has been excellent, and their adaptability to our specific needs has made this partnership very productive. "

Aditi Shetty | in
Senior Marketing Executive, TimesPro

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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

CREDITS

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