Leading Online Tutoring Platform TutorBin Sees A 25% User Retention Rate With WebEngage

Industry	Founded in	HQ
Edtech	2017	Gurugram, India

About TutorBin

TutorBin is a leading online tutoring platform that has created a robust ecosystem for students and tutors alike. The company operates with the mission to provide accessible and high-quality education to students worldwide. Through its innovative platform, TutorBin connects students with expert tutors, creating a collaborative and personalized learning environment.

One of the key USPs of TutorBin is its diverse and highly qualified tutor community. The company carefully selects tutors who possess in-depth knowledge and expertise in their respective subjects. These tutors undergo a rigorous screening process to ensure their competence and ability to effectively communicate complex concepts to students. TutorBin's tutors are committed to delivering personalized attention and tailored learning experiences to meet the unique needs of each student.

Moreover, TutorBin distinguishes itself by offering flexible scheduling options. Recognizing that students have different schedules and time constraints, TutorBin allows for customized session timings, ensuring convenience and accessibility for learners worldwide. This flexibility enables students to fit tutoring sessions into their busy lives without compromising the quality of education they receive.

Another USP of TutorBin is its commitment to providing affordable tutoring services. The company believes that education should be accessible to all, regardless of financial constraints. TutorBin offers competitive pricing plans and flexible payment options, making high-quality tutoring more affordable and inclusive.

USPs

💡 Expert Tutor Community

TutorBin stands out with its diverse and highly qualified tutor community. The platform carefully selects tutors with in-depth subject knowledge and effective communication skills, ensuring students receive personalized attention and tailored learning experiences.

💬 Interactive Learning Ecosystem

TutorBin's user-friendly interface and collaborative tools create an interactive learning environment. Students can engage in real-time discussions, access study materials, and schedule one-on-one tutoring sessions, fostering active participation and effective knowledge exchange.

Flexibility and Affordability

TutorBin offers flexible scheduling options to accommodate students' diverse schedules. This flexibility allows learners to fit tutoring sessions into their busy lives without compromising on the quality of education. Additionally, the edtech platform provides affordable pricing plans and flexible payment options, making high-quality tutoring accessible to a wide range of students.

Opening Testimonial

> " Partnering with WebEngage has been instrumental in driving our customer engagement to new heights. Their comprehensive suite of solutions has empowered us to deliver personalized and targeted messaging across multiple channels, especially on the web. We are truly grateful for WebEngage's innovative technology and its commitment to our success. "

Anup Kumar Singh │ in
Co-Founder, Growth Head

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Key Features Used

Journey designer: Split block

Split block helps you experiment with your automation, identify different paths for a user in the workflow, and find out the best-performing branch. Each Split block divides users into branches. On the WebEngage dashboard, you can segment users into a maximum of 5 and a minimum of 2 branches.

Website personalization: In-line

An in-line campaign (web personalization) enables you to create personalized experiences for your website for each user based on different custom events and user attributes.
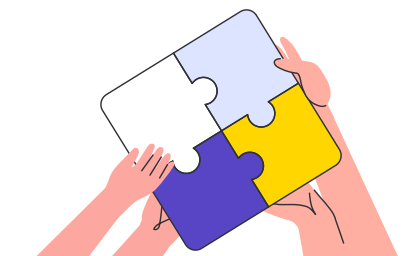
TutorBin also used

- Nunjucks
- Segmentation: For displaying category-specific banners for subjects per user

TutorBin & WebEngage
A Collaborative Effort

TutorBin and WebEngage have formed a collaborative partnership that extends beyond traditional vendor-client relationships. As part of this partnership, TutorBin has been provided with complimentary Customer Success Manager (CSM) services by WebEngage.

This collaborative effort ensures that TutorBin receives dedicated support and guidance, enabling them to maximize the value of WebEngage's solutions and drive their marketing success.

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Company's
Objectives & Challenges

Enhance student engagement

Improve user retention rates

And ultimately elevate the holistic educational experience.

Challenges

Before adopting WebEngage, TutorBin grappled with fragmented communication and limited insights into student interactions.

The team lacked personalized engagement strategies, hindering student involvement and retention. The objectives of their acquiring WebEngage's services were to streamline communication, personalize engagement, and utilize behavior analytics for targeted interactions.

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In Action
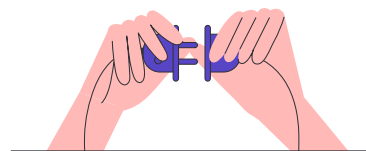
⏱ Limited Online Adoption

A. TutorBin and WebEngage have collaborated to implement **dynamic, subject-specific banners within the platform.** These banners leverage user data and behavior to showcase relevant subjects based on each student's preferences, academic history, and learning goals. This personalization ensures that students receive tailored recommendations, increasing their engagement and encouraging exploration of subjects aligned with their interests.

B. This collaborative effort extends to the **personalization of banners on the live session page.** By analyzing student behavior and engagement patterns, TutorBin displays banners that drive conversions and motivate students to participate in live tutoring sessions. This tailored approach enhances the overall learning experience, making it more engaging and effective for students.

01

Homepage Personalization and Homework Difficulty Scaling

To further enhance personalization, TutorBin leverages WebEngage's capabilities to personalize the homepage experience for each student. By analyzing a student's learning history, preferences, and performance, TutorBin tailors the homepage content and recommendations. Additionally, TutorBin employs a unique feature where students can upload their homework, and based on the subject, the platform dynamically scales the difficulty level, ensuring that students receive appropriate challenges and support to advance their learning effectively.

02

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💡 Offering Expertise in Additional Subjects

TutorBin goes above and beyond by offering expertise in additional subjects beyond a student's primary focus. Recognizing that students may require assistance in multiple subjects, TutorBin provides support and tutoring in a diverse range of disciplines. This ensures that students can receive comprehensive academic guidance and access resources across various subjects, fostering holistic learning and academic success.

03

🔄 Conversion Journey

To foster user retention and maximize the conversion journey, TutorBin employs a strategic approach. After a user has successfully received a solution, the team initiates a nudge to encourage another upload within the next 12 hours. If the user does not respond within this timeframe, TutorBin implements a follow-up nudge after an additional 6 hours. These well-timed nudges have yielded impressive results, with a 25% repeat conversion rate or a 25% user retention rate, showcasing the effectiveness of this conversion journey strategy.

04

📑 Use Case 1

TG: Users who visited the live session page but didn't book a session
Approach: Personalized solutions on-the-go, on the homepage banner for those users

A+ TutorBin

Your total saving till now	💰 $0
Avail Reward	**Avail Cash**
2000=$20.0	$0.0

Instant solutions on the GO!!!

Take Live Session

Access millions of **Solved Questions**
Explore Library

Invite a friend.
earn **30%**
on 1st payment

📊 Web Personalization Impact

FOR THE MONTH OF DECEMBER

13.7%

50 Unique Conversions*
In December 2022

💡 *Conversions = User Session Signups

AVERAGE CG CONVERSIONS

4.76%

FOR THE MONTH OF DECEMBER

187.82%

Overall Increase With
Web Personalization
With Control Group

📑 Use Case 2

Assuming a user receives a solution on an assignment for Mathematics, in his next session, the team shows them a banner on the home page for other specific subjects.

33% students are taking help in more than 1 subject on Tutorbin
Find subjects that might be relevant to you

Dynamics   Material Science   Mechanical Measurements   Thermofluid   Heat Transfer (Popular)   Kinematics of Machines

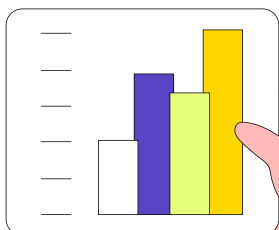**Save More With Tutorbin Rewards**

17895
Reward Points Left

$0
Saved

Share More To
Earn More

Share

📊 Overall Journey Impact

25%

Increase in Retention Rate
Time: April to August 2023
Approach: Nudging users to upload a 2nd assignment, by creating a FOMO element, thereby paving a way to retain users.

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Why Did TutorBin
Pick WebEngage?

TutorBin's deliberate selection of WebEngage as our marketing automation tool underscores our steadfast dedication to delivering unparalleled education.
WebEngage's personalized communication, dynamic segmentation, and behavior-tracking capabilities have helped revolutionize student engagement. Through custom-tailored messages and interactive interfaces, we've profoundly enriched students' connection with learning, and hence, an upswing in retention rates is undeniable. Thanks to WebEngage, we've harnessed the power of technology to foster lasting educational partnerships and drive remarkable academic outcomes.

Mid-Story Testimonial
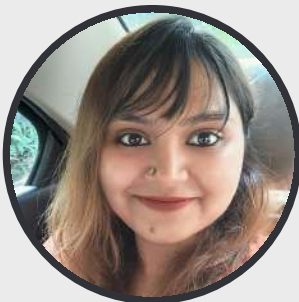
> " WebEngage has been an invaluable partner in our journey to transform TutorBin into a personalized and dynamic learning platform. Their predictive segmentation and subject-specific coupon features have significantly boosted our user engagement. The collaborative approach they've taken, going beyond mere vendor-client interactions, has built trust and made our partnership truly exceptional. "
>
> **Sheetal Ranga** | in
> Growth Engineer

The Way Forward

PRODUCT-LEVEL:

Looking ahead, TutorBin has an exciting future with a focus on product-level enhancements and market expansion. On the product side, they plan to introduce subject-specific coupon and referral codes, offering targeted incentives to students and enhancing engagement within specific academic disciplines. Leveraging WebEngage's predictive segmentation capabilities, TutorBin aims to refine its targeting strategies and deliver highly tailored recommendations to students based on their specific needs and preferences.

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COMPANY-LEVEL:

At a company level, TutorBin is committed to catering to the Indian market by adapting its services and offerings to meet the unique requirements of Indian students. They plan to incorporate local educational content, collaborate with educational institutions, and provide value-added services to establish themselves as a leading online tutoring platform in India. With a focus on personalization and student-centric approaches, TutorBin is poised for continued growth and success in the evolving education landscape.

📄🔍 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%.

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🚀 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

" I've experienced firsthand the impact of WebEngage's tools on our platform, and least to say, the platform has made it easier for the team to assist students with tailored incentives, enhancing their engagement and satisfaction. WebEngage's support and guidance have been instrumental in streamlining our operations, making my job more efficient and effective. "

Deepak Kashyap | in

Growth Lead

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About WebEngage

WebEngage is a new-age Retention Operating System - a single suite for marketers and product managers to store user data and provide actionable insights. By orchestrating omnichannel campaigns and leveraging user insights, WebEngage provides a hyper-personalized end-user experience to brands across industries. The platform helps brands drive revenue from customers and anonymous users across twelve communication channels. 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 HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, etc.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.

Schedule my free demo

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