NCR EDUSERVICES
Empowering Education Ecosystem Globally

13 YEARS

Case Study

How NCR Eduservices Helped Global Tech Company With Market Valuation Of $200+ Billion To Launch Their Education Vertical



More Than 35,000+ Videos created & delivered in 6 months

Helping Students To Learn Better By Empowering Global Education Ecosystem

Stanford | Seed Company

160,000+ Experts | 500+ Companies | 16+ Countries

Title: Transforming Indian Education

A Case Study of Collaboration between a Tech Giant from China and NCR Eduservices

INTRODUCTION

In 2018, a tech giant from China recognized the tremendous potential of the Indian education market and was looking for ways to penetrate India market. They explored many options when they heard about the market presence of NCR Eduservices and finally approached NCR Eduservices, a leading provider of comprehensive support to academic organizations. This tech giant sought to expand its business in India by creating mathematics solutions for CBSE students for all the mathematics books available in the India market. They aimed to develop a vast library of videos covering the curriculum, leveraging NCR Eduservices' expertise in content creation and delivery.

CHALLENGES FACED

This company from China encountered several challenges while entering the Indian education market and developing the mathematics solution. Creating solutions for all the major books available in India market was a tough task to complete. There were thousands of videos to be made. In order to achieve this the Chinese company faced major challenges. Some of those challenges included:



Market Entry:
Establishing a strong foothold in the competitive Indian education market required comprehensive market research, understanding local preferences, and building brand recognition among the target audience.

Content Creation:
Creating an extensive library of mathematics videos to cover the CBSE curriculum involved recruiting subject matter experts, ensuring accuracy and alignment with the syllabus, and delivering content that engaged and resonated with Indian students.

Timely Delivery:
Delivering a large volume of high-quality videos within the project timeline required efficient video production, adherence to quality standards, and effective collaboration between the company and NCR Eduservices.

Quality Assurance:
Quality of the product can make or break things. So, the company was worried about the quality of the videos. This included the video quality as well as the quality of content. Addressing these quality assurance challenges became a top priority, necessitating a thorough evaluation of videos and the implementation of more robust and efficient quality management systems.

SOLUTION AND IMPLEMENTATION

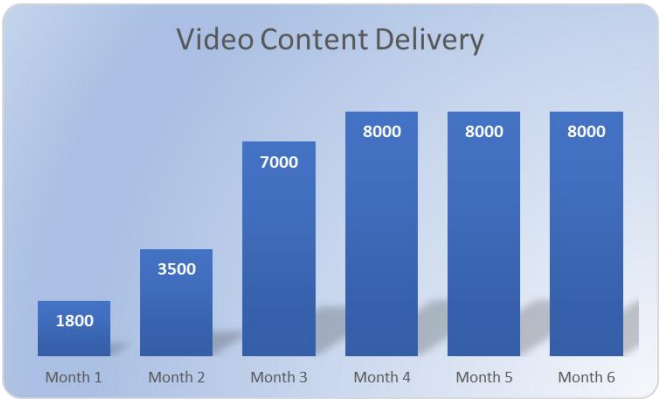
NCR Eduservices collaborated closely with the company to understand their goal, requirement and other challenges. NCR Eduservices worked on the development of the strategy and used their extensive experience to overcome the challenges to successfully deliver the mathematics solution for CBSE students. The following steps were taken:



Subject Matter Expert Hiring:
NCR Eduservices recruited subject matter experts in mathematics who possessed in-depth knowledge of the CBSE curriculum. These experts worked closely with the client's team to develop the educational content.

Training of the SMEs:
NCR Eduservices invested in training the SMEs about the process and expected delivery as per SOW. The SMEs were trained about Tools, Flow of Video, Quality of Video, Language and Explanation. This extensive training definitely paid off in delivery of the videos.

Video Creation:
The subject matter experts, in collaboration with the client's team, created a comprehensive library of mathematics videos. These videos covered the CBSE curriculum, offering explanations, examples, and practice exercises to facilitate effective learning.

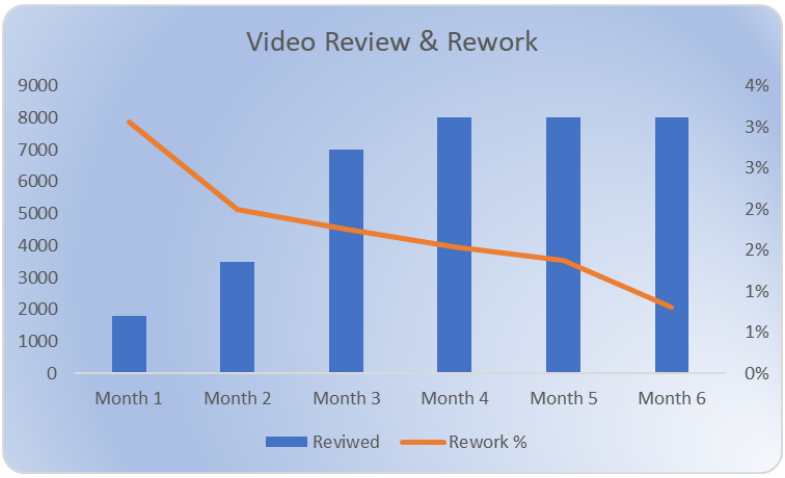


Localization:

NCR Eduservices and the client ensured the content was localized to meet the specific requirements of Indian students. This involved adapting the language, incorporating culturally relevant examples, and addressing common challenges faced by CBSE students.

Quality Checks:

NCR Eduservices implemented a stringent quality assurance process to maintain the high standards of the educational content. The videos underwent thorough review and assessment to ensure accuracy, clarity, quality of the videos and educational effectiveness.



RESULTS AND IMPACT



The collaboration between the company and NCR Eduservices yielded significant results, positively impacting education in India:

Market Expansion:
Through the collaboration, the company successfully expanded its presence in the Indian education market. Leveraging NCR Eduservices' expertise, they reached a wide range of CBSE students, establishing a strong user base and increasing brand recognition.

Comprehensive Educational Content:
NCR Eduservices created a vast library of mathematics videos that covered the CBSE curriculum in detail. The educational content provided students with valuable resources to enhance their understanding and proficiency in mathematics.

Localized Learning Experience:
By incorporating culturally relevant examples and addressing specific challenges faced by Indian students, the educational videos offered a localized learning experience. This enhanced student engagement and fostered a deeper understanding of mathematical concepts.

Improved Learning Outcomes:
The availability of high-quality mathematics videos supported CBSE students in achieving improved learning outcomes. The clear explanations, practical examples, and practice exercises facilitated better understanding and proficiency in the subject.

CONCLUSION

The collaboration between the Chinese company and NCR Eduservices demonstrates the transformative power of partnerships in the Indian education market. By leveraging NCR Eduservices' expertise in content creation and localization, the company successfully delivered a mathematics solution for CBSE students. The case study highlights the significance of market entry strategies, efficient content creation, and localization efforts in developing impactful educational resources. The collaboration played a pivotal role in enhancing the educational experience for Indian students and empowering them to excel in their mathematical studies.

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hello@ncreduservices.com



www.ncreduservices.com

For further details, **contact**

+1-315-756-2877 +44-788-886-8325 +91-99118-24292

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