

# HOW BYJU'S SCALED 3X BY OVERCOMING THESE 6 CHALLENGES



The LeadSquared platform is flexible, making the adoption & execution of your existing sales process very simple. We can effectively monitor sales follow ups & track all offline & online activities. It is a very well thought out application & sometimes will surprise you in terms of the things it can deliver.”



**Mrinal Mohit**

Senior Vice President – Business Development & Strategy, Byju's Classes



In a short period, Byju's emerged as India's leading education franchises with

**1.5 lakh +**  
Leads processed / month

**35,000**  
Enrollments / year

**1000**  
Sales people

**31+**  
Courses offered

**Deloitte Fast 50**  
Award winner

With that kind of scale, they faced 6 main customer acquisition challenges

Lead  
Leakage

Delayed  
Response

Lead  
Prioritization

Disengaged  
leads

Sales  
Management

Lead  
Revival

**In Sept, 2014**

Byju's Classes signed up with LeadSquared



CHALLENGE #1  
**LEAD LEAKAGE**

shiksha.com  
Stop Following Start Exploring.



Shiksha leads  
(3<sup>rd</sup> Party Integration)



Student referral



Phone app downloads



Events / Seminars

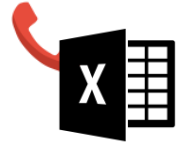


Website form filled

facebook



Facebook leads (South)



Phone enquiries




---

Excel sheets were not enough to handle such a large lead volume resulting in

**LOST REVENUE**

SOLUTION

# LEAD CAPTURE AUTOMATION

Rakesh Sahoo	Lead Score = <b>78</b>	Quality : 7/10	Source: 
 Priyanka Shah	Lead Score = <b>134</b>	Quality : 9/10	Source: <a href="https://www.shiksha.com">shiksha.com</a>
Rohit Goswami	Lead Score = <b>10</b>	Quality : 6/10	Source: <a href="https://www.facebook.com">facebook</a>
Susan Maria	Lead Score = <b>45</b>	Quality : 2/10	Source: 

Total leads : 2,334

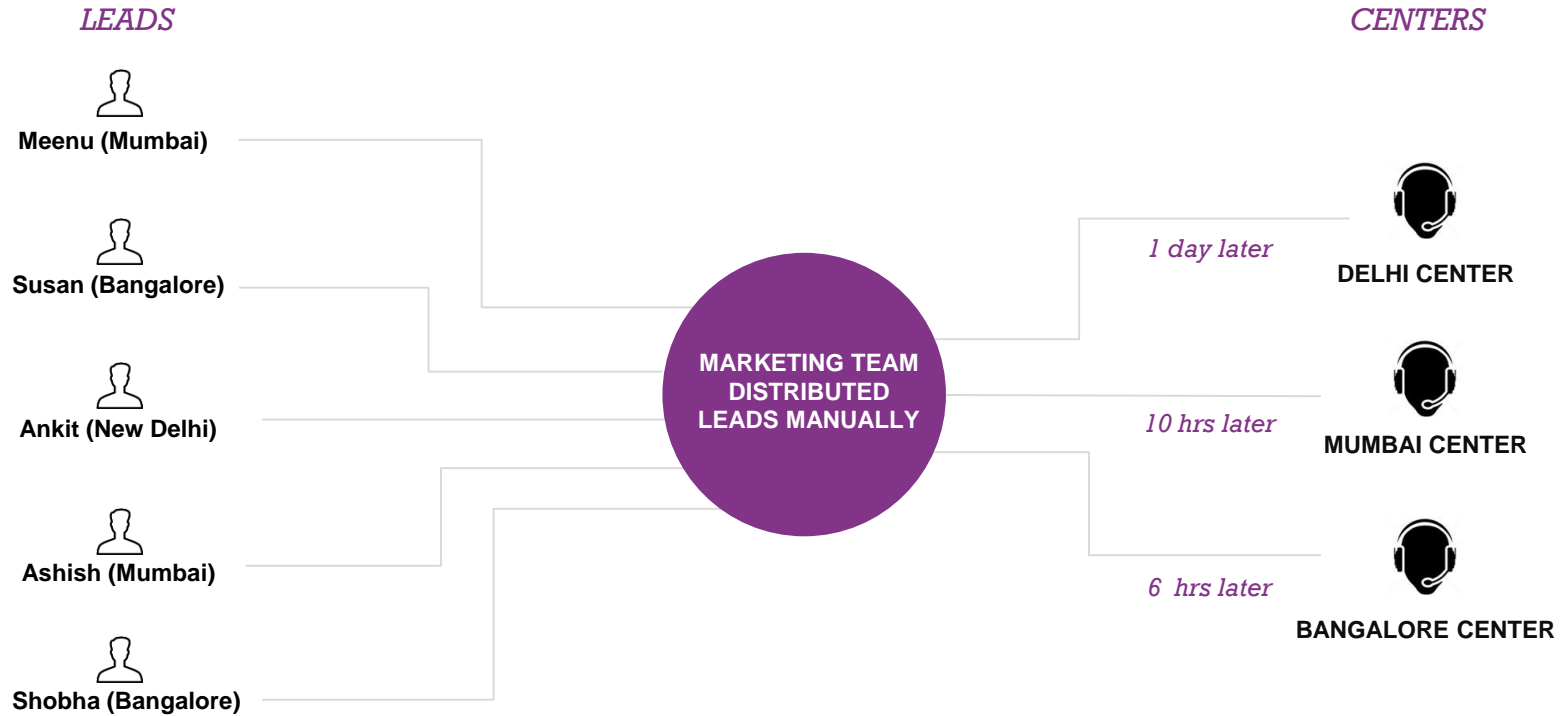
Best Lead Source : [shiksha.com](https://www.shiksha.com)

Total Revenue : 2,88,343

Leads were captured & managed with LeadSquared resulting in

## 0 LEAD LEAKAGE

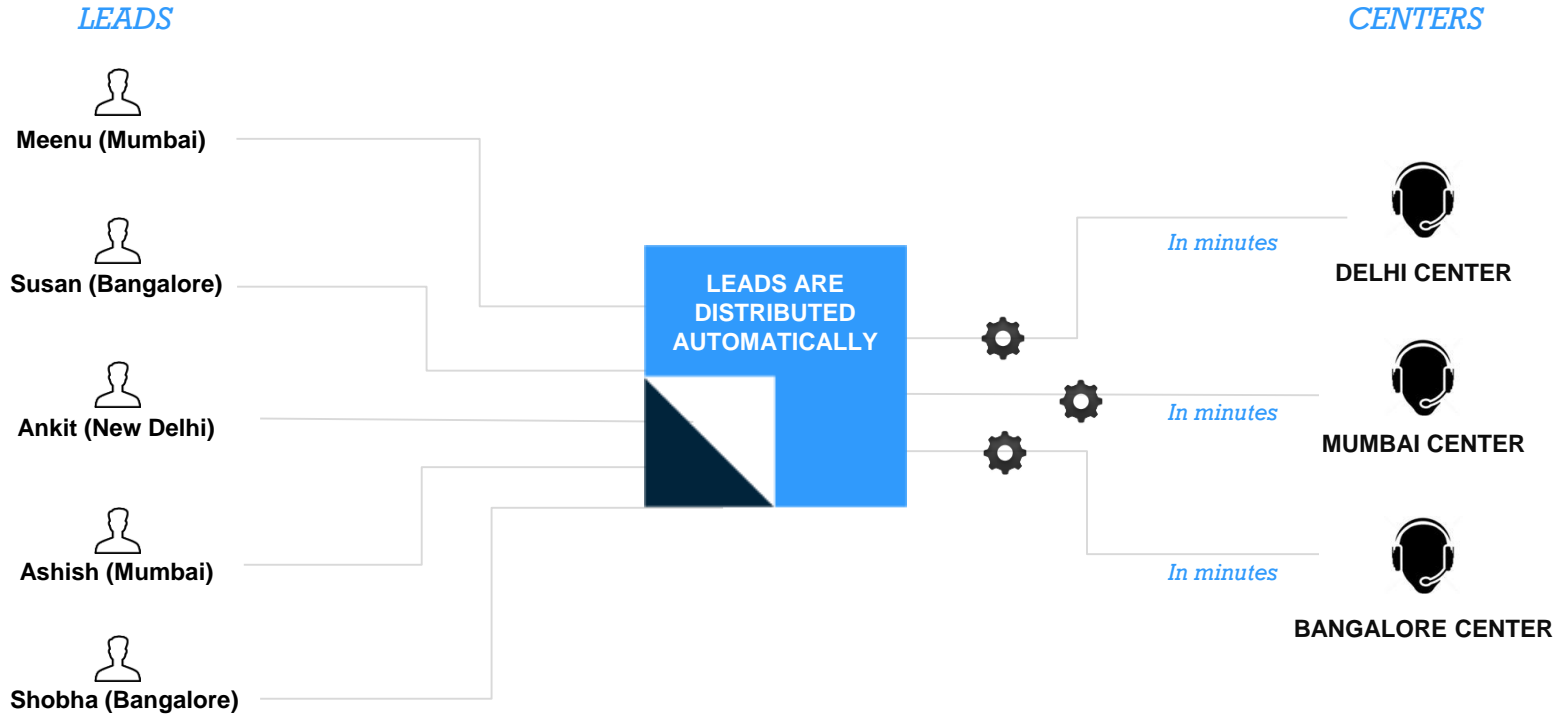
CHALLENGE #2  
**DELAYED RESPONSE**



Manual lead distribution wasted a lot time & effort

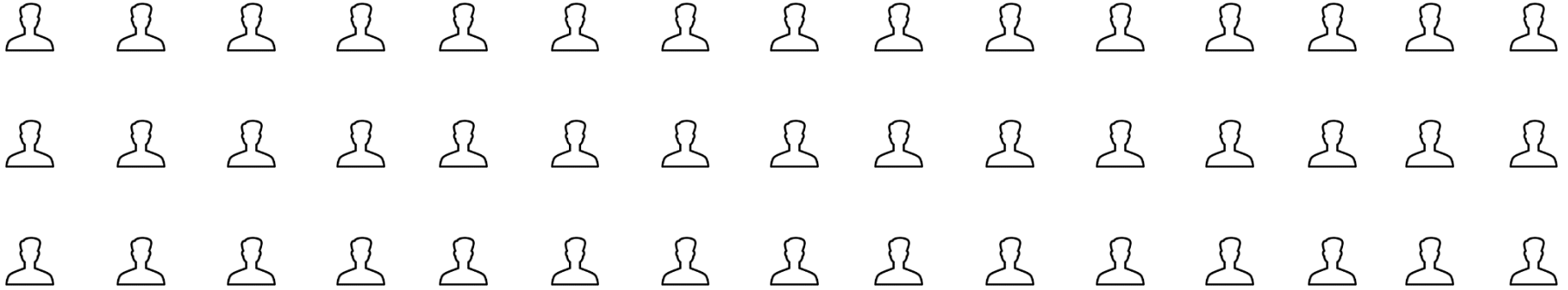
SOLUTION

# REDUCED LEAD RESPONSE TIME



Sales team was now able to contact leads immediately

# LEAD PRIORITIZATION



The sales team didn't know the ones most likely to buy, resulting in

## RANDOM FOLLOWUPS



SOLUTION

# LEAD INTELLIGENCE - QUALITY SCORING

QUALITY SCORE > 8



**HOT LEADS**

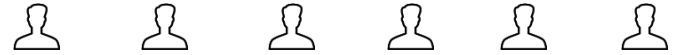
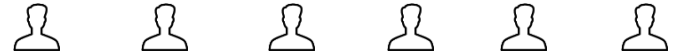


QUALITY SCORE > 5



**WARM LEADS**

QUALITY SCORE < 5



**COLD LEADS**

Lead quality scoring helped sales team to

**CHASE HOT LEADS FIRST**

# LEAD INTELLIGENCE - ENGAGEMENT SCORING



**Maanas K**



Location: Hyderabad, AP



Phone number: 899878876

Email: manasreddy@gmail.com

Stage	Quality	Engagement
Warm	6/10	45

Tue, 10:00am	Spent <b>10 minutes</b> on <b>mobile app</b>	<b>+5</b>
Tue, 10:20 am	<b>Watched video</b> on landing page “Understanding Relative Motion”	<b>+10</b>
Wed, 12:10 pm	<b>Called on landline</b> and <b>enquired</b> about the Programs  	<b>+8</b>
Wed, 2:40 pm	<b>Email sent</b> with subject “Join Physics Tablet Learning Program”	<b>+2</b>
Fri, 10:40 am	<b>SMS sent</b> to remind about ‘Visualizing Unit Vectors Video Lesson’	<b>+4</b>

Based on the activity of every student, the sales team was able to

**TAKE THE RELEVANT ACTION**

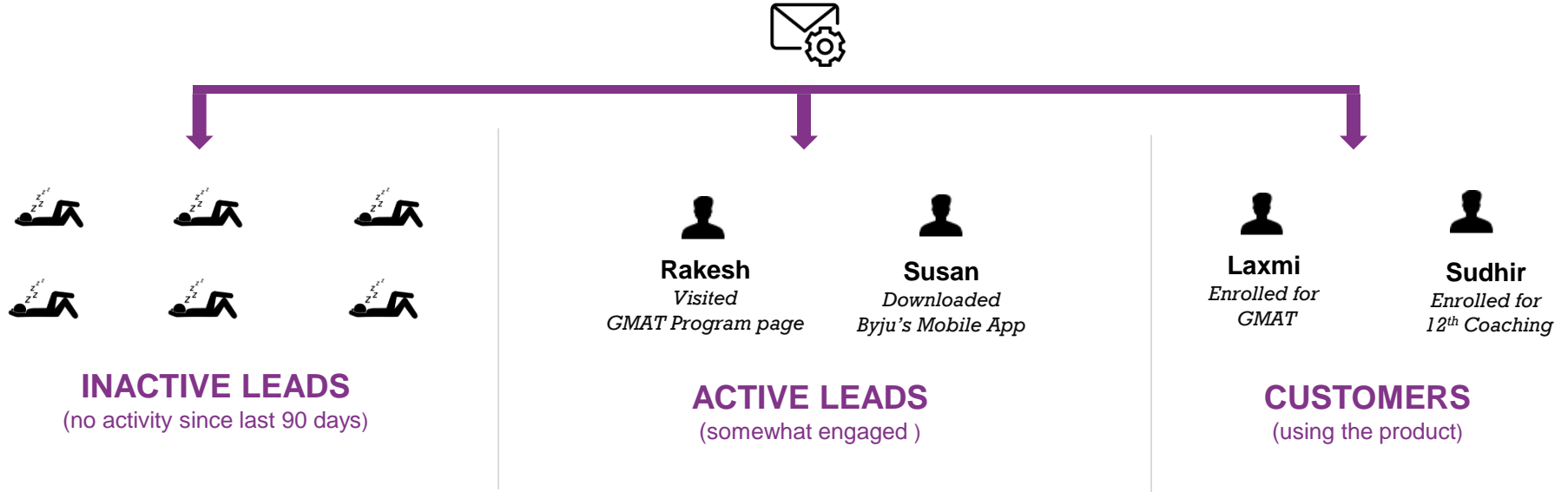
## INTELLIGENT PRIORITIZATION BASED ON MOBILE APP ENGAGEMENT



Sales team knew their prospects inside out. They knew

- Which type of phone the student used to visit their site  
*(if it was a smartphone, the student was more likely to download the app)*
- Which chapters they looked at on the mobile app
- Which courses they downloaded from the mobile app

# POOR LEAD ENGAGEMENT



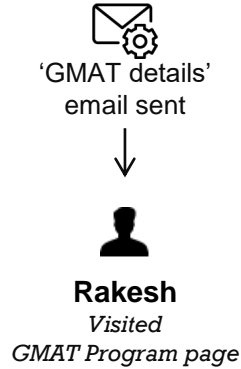
Generic content was delivered to all the leads, resulting

## POOR LEAD ENGAGEMENT

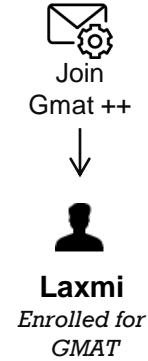
SOLUTION  
**PERSONALIZATION**



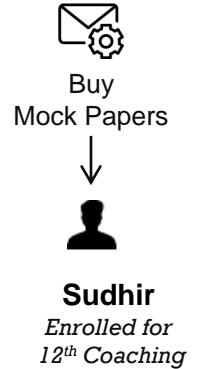
**OFFER REVIVED THE  
INACTIVE LEADS**



**RELEVANT CONTENT FOR  
ENGAGED LEADS**



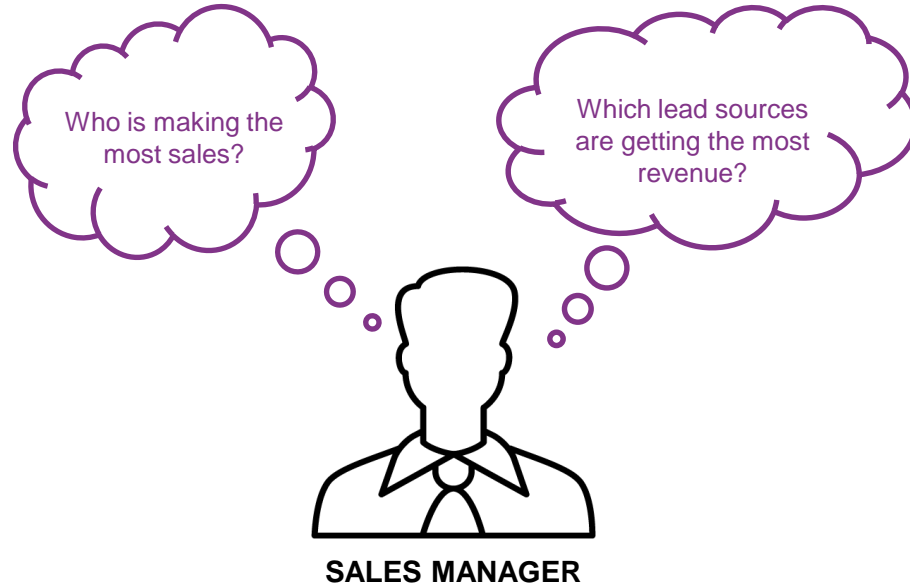
**UPSELLING TO  
CUSTOMERS**



Tailored content and offers were sent to each lead, resulting in

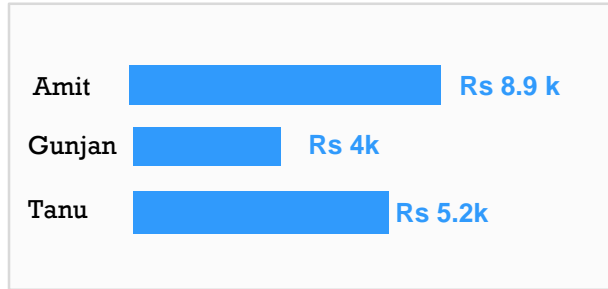
**MORE SALES AND UPSELLS**

# SALES MANAGEMENT

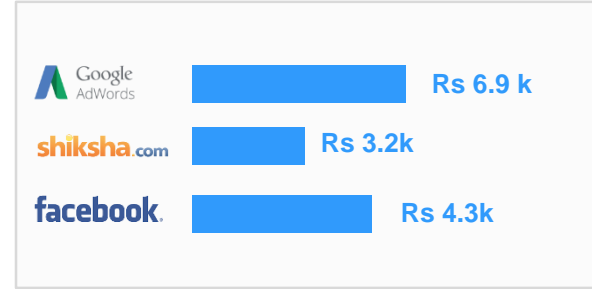


SOLUTION

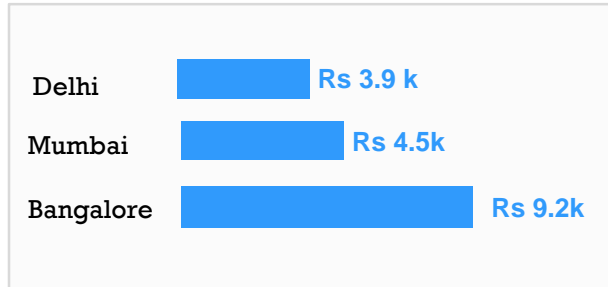
# SALES REPORTING IN MINUTES



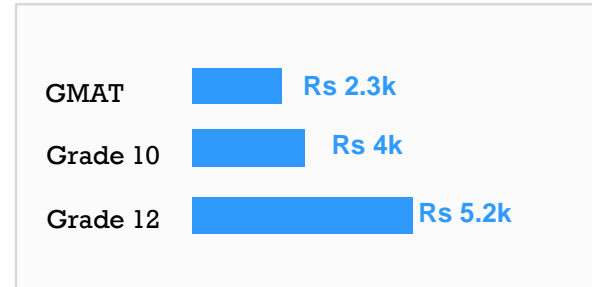
Sales persons' Performance



Lead Source Attribution



Center Performance



Program Revenue



In summary, with LeadSquared Byju's Classes achieved

**ZERO**  
Lead Leakage

**PROMPT**  
Response

**INTELLIGENT**  
Lead Prioritization

**129%**  
More engagement

**EFFICIENT**  
Sales Management

**230%**  
Increased ROI

Some of our education clients







# Land More Leads, Drive More Enrollments

Customer Acquisition Platform For Your Education Business

[Take a free trial today](#)

BEST MARKETING SOFTWARE (INDIA)

**NASSCOM**

TOP 20 MARKETING AUTOMATION SOFTWARE



\*TOP RATED MARKETING SOFTWARE\*

