

Role of Quality and Training in E-Learning Platform

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Abstract: E-learning has become an indispensable solution for all the learners because of various factors such as pandemic situation, affordability issues, time management, quality of content, easy access to the internet, Fear-of-missing-out etc. This led to a flood of funds by venture capitalists into various Edtech organisations but with power comes responsibility. Providing the best quality education at affordable cost (to a country which is in its developing stage and isn't well-sounding in both economic and literacy domain) must be the vision and mission of every customer centric company. In this paper I would discuss the importance of quality and training not just in relevance to the business but also hearing the voice of customers.

Keywords: Quality management, sales training, Edtech, BDE, QA.

1. Introduction

India is not just a home of the oldest civilization but also a birthplace for various talented sages who contributed in maths, astronomy, human anatomy, politics, dharma, literature, history, geography, arts and much more [1] because of the laws of nature and human intervention evolution took place and the gurukul system evolved as modern education system. India is about to completely reincarnate its education system with help of new education policy [2] and advent of E-learning platforms. Cheating or mis-selling customers is a common observation visible on consumer complaint sites [3] and social media. This not only impacts the business but distorts the brand image and mission of that company so we will discuss the important practices which would save the company from such dangers.

Note: The author has just discussed the importance of quality in training but in order to understand the practical implication of the same. Contact the corresponding author.

2. E-learning

A. Prerequisite

India is ranked 2nd when it comes to human population and soon will beat its only competitor China [4] with the crowd comes business. 'Nido' rightly said that education is a never ending process and I guess this became a major reason for advent of various successful edtech companies [5] such as Unacademy, Byju's, vedantu, classplus, eduritus, upgrad and thousands others just in India [6]. China has been a leading player in this vertical but in future it will lose its bid to India

or US because of geopolitical [7] and other reasons. The biggest concern of these companies is not just to maintain the quality of content or maintain equilibrium with customer's ever changing requirements but also meet up customer satisfaction and experience in order to get maximum referrals and build organic relationships rather than burning tons of cash on marketing. In this paper companies which have established huge to midsize sales teams who are given a target which have to be met on a weekly basis is considered. As soon as a customer downloads an application it's mandatory to sign up with an email id and phone number. This serves as a launchpad for the sales team and it's a common business strategy followed by almost every service and product based company. The sales people are represented as BDE or by other academic labelled designation and they make use of a Customer relationship management tool to connect to these customers [8].

B. Sales

Wikipedia defines sales as the exchange of commodity for money but it's way more complex and simple at the same time. Human body functions with the help of energy similarly revenue decides the heartbeat of every company. Revenue drops, line goes straight and down goes a company. This is a reason why companies invest more in building a sales team which replicates the wolves of wall st. In quantum mechanics it's well stated and mathematically proved that one cannot focus at multiple attributes with absolute precision because of which the revenue generating machines end up in misspelling and fraud rather than investing on legal teams or a huge population of crowd whose only aim is to shut the voice of those who are undergoing such injustice.

C. Role of training

The business development executives or associates who are hired are mostly fresher's or individuals who were earlier working in sales so it becomes very much crucial to pass them into the unlearn and relearn phase, making them understand the vision and mission of the company. basics of customer experience and satisfaction must be the lesson #1 of training day. Let us discuss few common observed mistakes which are performed by BDE.

- Talking rudely to the customers.
- Spreading hate regarding religion, government,

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competitors and others.

- Calling customers for nonbusiness purposes.
- Financial fraud.
- Wrong information regarding product or process
- Overpromising the learner
- Lack of transparency in process and prices
- Using uneducated parents as an advantage
- Not processing refund or escalating customer's queries
- Sharing customer information to competitors

The list goes on and on.

The training plays a major role as BDE's are faces of those brands either they can make it or break it. In order to have a deep understanding of training and implementation of a fair neuro sales motivated sales team one can take help from various sales training organizations rather than depending on an individual who has a fixed perspective. Right BDE's is directly proportional to right training.

D. Role of quality

BDE's connect N number of customers in a day and it becomes impossible for a trainer to keep a track or to get assured that his teaching has been implemented this creates a need for quality team who are setup to audit calls and pass unbiased feedback. These teams must be customer advocates rather than nodding heads to the business team. These individuals are referred to as quality analyst and greenbelt quality analyst are more effective as they are well aware about the 7 Quality control tools and importance of customer satisfaction. The quality team must have a strict policy in order to avoid the earlier mentioned mistakes at the same time it must [10]

balance out or come up with alternative solutions. Quality analyst are often considered as speed breakers because many act so by policing around instead they must act as catalyst. The author himself is amazing when it comes to sales training and quality management. He is not only a lean six sigma blackbelt but also a neuro linguistic practitioner, having a thorough knowledge of customer psychology, neurosales, call calibration. He is well aware about the new education policy and have followed the education sector analysis and data literacy from UNICEF [9]. The author himself is a student of BITS Pilani M. Tech. Quality management program. so is a best option when it comes to implementation of quality management systems.

3. Conclusion

This paper presented an overview on role of quality and training in e-learning platform.

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