



IOA Global improves student satisfaction with 18% increase in efficiency by switching to Zoho Creator



IOA Global
Redefining excellence



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The Company

Industry – Education | Employees – 60 | Founded – 2006

IOA Global, a subsidiary of Infinite Group, is a leading international education consulting company that helps students get placed at top university programs across the globe.

Through its mission, IOA Global continuously invests in its endeavor to improve student experience and satisfaction.



Services



We provide a free-of-cost, full-stack solution to our students. Our services cover the entire gamut of international education placement., making accessing international education convenient and seamless for our students.

Gaurav Batra

MD, IOA Global



University and course selection consultation



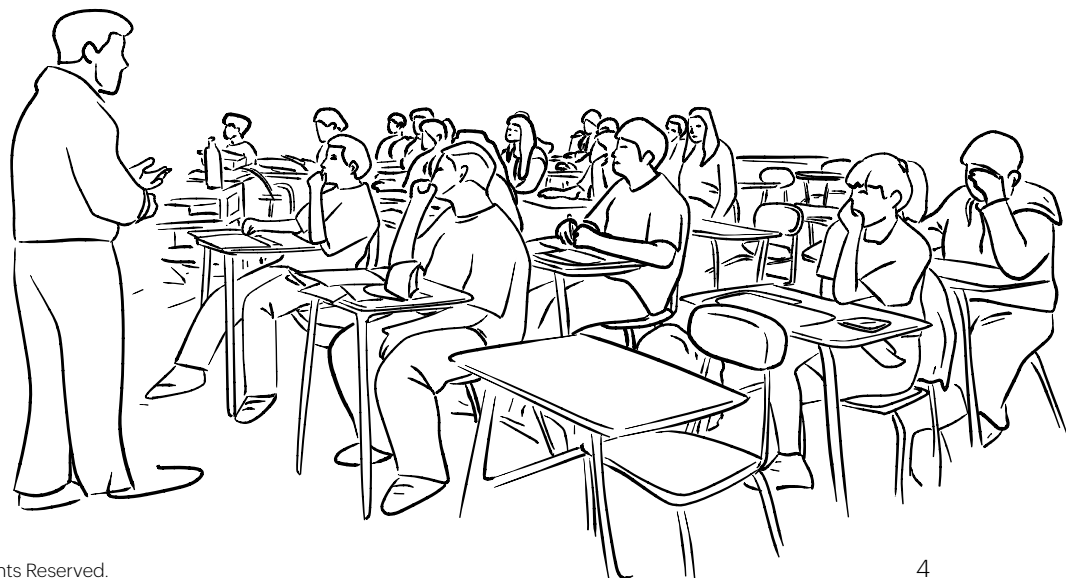
Application process and preparation



Visa counseling



Predeparture briefing



The challenge

Over the years, IOA saw an increasing amount of competition in the international education consulting space and restrictive visa policies for students across countries.

It didn't help that IOA's operations relied heavily on traditional spreadsheet software, which came with drawbacks like:



Limited collaboration



Lack of data visualization



Hard to scale



No change log or versioning



No future-readiness



We were looking for a scalable solution that would help us streamline our current business processes and be able to grow with us.

Gaurav Batra

MD, IOA Global



The solution

IOA reached out to WiseThink, a Zoho Partner, who created a proof of concept for them on the Zoho Creator—and they were immediately sold on the possibilities of the platform.

Using Zoho Creator, WiseThink created a tailor-made education ERP for IOA that conformed to their exact business processes, instead of the other way around.

The Creator-based platform offered many functions:



Lead management

The platform was integrated with IOA's marketing channels. It helped them by collating leads, harmonizing data, and presenting it in a single report. Leads were later assigned to staff.



Onboarding & appointment management

Once IOA onboard a student, they're required to fill in the onboarding form built using Creator. This helps staff understand the student's requirements better. The student can additionally opt for a detailed counseling session over a virtual call scheduled via Creator.



Student portal

Post counseling session, the student is given a student-portal login to find details on their selected courses, the documents requirement, and more. Students can log in to the portal to submit the required documents or view the status of their application at any time.



Workflow management

The platform uses workflows to automate several vital processes, such as sending timely notifications, updating student application status, and assigning work to staff. Staff can update the application's status on the platform, which is then displayed on the student portal.



Finance and reconciliation

IOA also manages its finances using a Creator-based platform. The platform allows students to pay their fees online, through payment gateway integrations), and keeps track of the various expenses claimed by staff.



Partner support

WiseThink, a Zoho Advance Partner, helped IOA with the development of their education ERP platform. They supported IOA by helping them chart their business processes, suggesting changes, making PoCs based on IOA's needs, and later creating the complete platform.



Benefits & ROI

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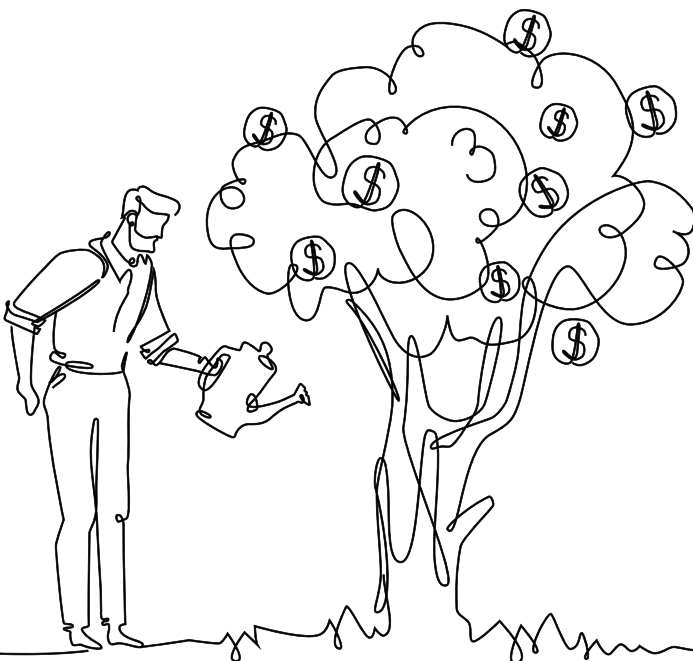
The Creator-based platform enabled us to streamline our business processes and scale the system usage up and down on demand. This helped us boost student satisfaction while improving efficiency.

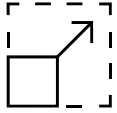
Gaurav Batra

MD, IOA Global

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- **Improved student satisfaction**
- **18% improved efficiency**
- **17 hours saved per week**
- **Complete control over business processes**





Scalability and reduced costs

The critical challenge IOA was looking to solve, with a solution like Zoho Creator, was scalability. The processes used at IOA had many limitations and were not sustainable. Zoho Creator enabled IOA to automate many manual tasks, which helped them cater to more students with existing staff.

These changes resulted in savings of over 18% for IOA, in terms of labor and resource costs.



Complete visibility

Zoho Creator enabled IOA to get complete control over its business processes. Using workflows, it completely automated appointments and contact management, which has helped management gain full visibility into the day-to-day functions of the organization.



Improved student satisfaction

IOA created a student portal using the online portal feature of Creator. This helped IOA manage students via the portal rather than email or phone. The student portal provided a transparent communication model to students, and served as a one-stop-shop for all the documents, videos, and other important information shared by IOA. This has resulted in a high level of convenience, and thus, satisfaction for students.

Looking forward

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All of this has led to business growth; four months into operations with Creator, the organization is confident of achieving 100% business growth in the first year, with plans of scaling it further in the future.

With success in B2C business, Infinite Group has started implementing the Creator in its B2B business. We will eventually move our entire business onto Zoho Creator.

Gaurav Batra

MD, IOA Global

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About Zoho Creator

Running a business is no mean feat, and we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. The best part? You don't have to be a programmer. Just signup, pick a plan, and start building!

Great brands trust us:



About Wisethink

Wisethink is a Zoho Advanced partner based out of India. They offer services such as Zoho implementation, platform training, and build Zoho app extensions for their customers across the globe.

To know more, visit their website - www.wisethinksolutions.com





www.zoho.com/creator

We'd love to talk! Reach out to us:
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