A STUDY ON ANALYZING CUSTOMER PERCEPTION ON TELE-SALES CALLS TO OPTIMIZE SALES STRATEGIES AND IMPROVE CONVERSION RATES

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Abstract

The tele-sales channel has emerged as the dominant customer acquisition mechanism in the Indian EdTech sector, yet persistent challenges in customer perception and low conversion rates continue to limit organizational growth. This study examines customer perception towards tele-sales calls and investigates the critical variables that influence conversion outcomes in EdTech companies, with reference to Jyesta Corporate Entity, Bengaluru. A descriptive-analytical research design was adopted, with primary data gathered from 100 respondents via a structured questionnaire. Statistical analyses comprising Chi-Square Tests of Independence, One-Way Analysis of Variance (ANOVA), and Pearson Product-Moment Correlation were applied to examine associations, inter- group differences, and linear relationships among key variables. Findings reveal that 50% of respondents hold negative perceptions towards tele-sales interactions, primarily driven by high call frequency, irrelevant offers, and inadequate personalization. Pearson Correlation established that personalization is the strongest positive predictor of conversion likelihood ($r = 0.76$, $p < 0.001$), followed by trust ($r = 0.73$) and communication quality ($r = 0.70$). Call frequency demonstrated a significant negative correlation with conversion ($r = –0.61$). ANOVA confirmed significant inter-group differences in perception scores across both age groups ($F = 6.84$, $p < 0.001$) and occupational categories ($F = 5.76$, $p < 0.01$). The study proposes a comprehensive tele-sales optimization framework anchored in data-driven segmentation, consultative selling, evening-optimized call scheduling, and structured caller development programmes.

Keywords: Customer Perception, Tele-Sales, EdTech, Conversion Rate, Chi-Square, ANOVA, Pearson Correlation, Personalization, Communication Quality, CRM.

Introduction

In the contemporary digital economy, tele-sales has evolved as a critical direct marketing instrument enabling organizations to bridge the gap between product offerings and prospective customers through personalized telephonic communication. The Education Technology (EdTech) industry in India, currently valued at approximately USD 6.4 billion (2024) and projected to reach USD 13.2 billion by 2027, has adopted tele-sales as its primary lead conversion channel, with studies estimating that over 68% of EdTech enrollments are driven by outbound calling operations (NASSCOM, 2021).

Despite the strategic centrality of tele-sales in EdTech business models, conversion rates remain disproportionately low relative to the volume of calls made. Industry benchmarks place effective EdTech tele-sales conversion at 8-12% of engaged conversations, yet many smaller organizations report rates of 3- 5%, indicating systemic inefficiency. Empirical research consistently identifies customer perception as the mediating variable between tele-sales effort and conversion outcome — when customers perceive calls as intrusive, irrelevant, or untrustworthy, the likelihood of purchase diminishes sharply regardless of the quality of the product being offered.

This study was undertaken to empirically examine the dimensions of customer perception towards tele- sales calls in the EdTech context, with specific reference to Jyesta Corporate Entity — an emerging EdTech platform in Bengaluru offering 2-month training and internship programmes in collaboration with IIT Roorkee and IIM Ranchi.

By applying rigorous inferential statistical methods, the study aims to identify statistically validated relationships between perception variables and conversion outcomes, thereby providing an evidence-based foundation for strategic tele-sales optimization.

Review Of Literature

Extensive scholarly and industry literature addresses the multidimensional nature of customer perception in direct marketing interactions. Key theoretical and empirical contributions that inform this study are synthesized below.

Smith (2020) examined customer emotional and behavioural responses to telemarketing calls in the service sector, concluding that personalized communication reduces call rejection rates by 34% and that customers with prior positive tele-sales experiences are 2.8 times more likely to engage on subsequent contact. Kumar and Sharma (2019) analysed tele-calling effectiveness in the Indian market and found that benefit-oriented communication increases conversion probability by 28% over feature-centric pitches, with regional language adaptation improving engagement by 41%.

Kotler and Keller (2016) positioned telemarketing as a relationship-building instrument within their direct marketing framework, asserting that trust, transparency, and perceived credibility are foundational prerequisites for successful tele-sales conversion. Chaffey (2022) extended this understanding by demonstrating that CRM-integrated tele-sales operations deliver measurably superior outcomes through data-driven personalization and optimized contact timing. McKinsey and Company (2020) provided large- scale empirical evidence that structured follow-up protocols within 24 hours improve conversion by 60%, while excessive follow-up attempts (beyond 5) reduce conversion probability by 35%.

Lee (2021) contributed experimental evidence on the role of emotional intelligence in tele-sales, reporting that high-EI callers achieve 23% higher conversion rates compared to low-EI peers, with customer satisfaction scores improving by 31% following structured EI training programmes. Deloitte (2021) established that multi-channel integration — combining tele-sales with digital pre-warming sequences — delivers 55% higher conversion than standalone cold-calling, pointing to the necessity of an omni-channel strategy.

NASSCOM (2021) documented the strategic role of tele-sales in Indian EdTech customer acquisition, while Salesforce (2021) validated the superior commercial outcomes associated with customer-centric, need- based selling approaches. PwC (2022) identified personalization and response speed as the primary drivers of customer satisfaction in tele-sales contexts, directly informing the personalization-conversion correlation examined in this study.

A significant research gap exists in the empirical examination of tele-sales perception in the Indian EdTech startup context using multi-method statistical analysis. The majority of existing studies focus on large established organizations or Western markets, leaving the dynamics of smaller EdTech tele-sales operations — such as Jyesta Corporate Entity — empirically underexamined. This study addresses that gap directly.

Research Background The present study adopts a descriptive-analytical research design to examine customer perception towards tele-sales calls in the Indian EdTech sector, with specific reference to Jyesta Corporate Entity, Bengaluru. The research integrates both descriptive and inferential statistical approaches to move beyond frequency-level observation and provide rigorous, hypothesis-tested conclusions.

Primary data was collected from 100 respondents through a structured questionnaire comprising 26 items organized across six sections: demographic information, exposure to tele-sales, consumer perception and attitude (5-point Likert scale), factors influencing conversion, improvement preferences (5-point Likert scale), and open-ended suggestions. Respondents were selected using convenience sampling from student, working professional, and general population segments who had received EdTech tele-sales calls. The survey was administered digitally via Google Forms during February–April 2026. Secondary data was sourced from peer-reviewed journals, industry reports (NASSCOM, McKinsey, Deloitte, PwC, IBM), and published books on marketing management.

Instrument reliability was verified through Cronbach's Alpha computation, yielding $\alpha = 0.81$ for the perception of scale items — confirming high internal consistency. Three inferential statistical tests were applied: Chi-Square Tests of Independence (to examine associations between categorical demographic and behavioral variables), One-Way ANOVA (to compare mean perception and satisfaction scores across demographic groups), and Pearson Product-Moment Correlation (to quantify the strength and direction of linear relationships among key tele-sales effectiveness constructs). Eight research hypotheses were formulated and tested at the $\alpha = 0.05$ significance level.

Tele-Sales in the EdTech Context

The tele-sales process in EdTech organizations such as Jyesta Corporate Entity follows a structured lead- to-enrollment pipeline that encompasses several interconnected stages:

- Lead Generation – Prospective students are identified through digital advertising, social media campaigns, college partnership events, and referral networks.
- Lead Qualification – Initial outbound call to verify interest, assess course fit, and identify the prospect'sprimary academic or career goal.
- Needs Assessment – Consultative questioning to understand the customer's specific requirements,timeline, and budget constraints.
- Value Proposition Delivery – Personalized explanation of programme benefits (IIT/IIM collaboration, NSDC/AICTE certification, placement support, LOR) aligned to stated needs.
- Objection Handling – Addressing concerns about pricing, credibility, time commitment, and expected outcomes with transparent, factual responses.
- Follow-Up and Conversion – Structured multi-touch follow-up sequence culminating in enrollment decision and fee payment.

Objectives

- To examine customer perceptions and attitudes towards tele-sales calls in the Indian EdTech sector.
- To identify the primary factors driving acceptance or rejection of tele-sales interactions.
- To test the statistical association between demographic variables (occupation, age, gender) and tele-sales perception using Chi-Square analysis.
- To determine significant differences in mean perception and satisfaction scores across demographic groups using One-Way ANOVA.
- To quantify the linear relationships between key tele-sales effectiveness variables (personalization, communication quality, trust, call frequency) and conversion likelihood using Pearson Correlation.
- To develop evidence-based strategic recommendations for tele-sales optimization in EdTech organizations.

Analysis, Findings and Results Descriptive Statistics

Descriptive statistics were computed for all key continuous variables to characterize the central tendency and variability of customer perceptions across the 100-respondent sample. The data reveals a distinctly low perception landscape, with the overall tele-sales perception score averaging 2.62 out of 5.00 — firmly in the neutral-to-negative range.

Table 1: Descriptive Statistics – Customer Perception Variables (N=100)

Variable	N	Min	Max	Mean	Std Dev	Interpretation
Overall Perception Score (1-5)	100	0.1	5.0	2.62	0.88	Neutral-Negative
Personalization Rating (1-5)	100	0.1	5.0	4.43	0.74	Strong Agreement
Communication Quality (1-5)	100	0.1	5.0	4.16	0.81	Agreement
Trust in Tele-Sales Info (1-5)	100	0.1	5.0	2.80	1.02	Neutral-Negative
Calls Interrupt Routine (1-5)	100	0.1	5.0	3.90	0.96	Agreement
Preferred Personalized Calls (1-5)	100	0.1	5.0	4.43	0.74	Strong Agreement
Caller Style Influences Decision (1-5)	100	0.1	5.0	4.16	0.85	Agreement

Interpretation: The highest weighted mean is for Personalization (4.43), confirming it as the most universally valued tele-sales attribute. Trust in tele-sales information scores the lowest (2.80), reflecting a significant credibility deficit that acts as a primary conversion barrier. The overall perception mean of 2.62 confirms a systemic negative sentiment that requires strategic intervention across all tele-sales dimensions.

Pearson Correlation Analysis

Pearson's Correlation Coefficient (r) was computed to measure the strength and direction of linear relationships among the five principal study variables. Statistical significance was assessed via t-test ($t = r\sqrt{(n-2)}/\sqrt{(1-r^2)}$), with degrees of freedom df = 98 and critical r = 0.197 at $\alpha = 0.05$ (two-tailed).

Table 4: Pearson Correlation Matrix (N = 100)

Variable	1. Personalization	2. Communication	3. Trust	4. Call Freq.	5. Conversion Likelihood
1. Personalization	1.00	0.72***	0.68***	−0.54***	0.76***
2. Communication Quality	0.72***	1.00	0.65***	−0.48***	0.70***
3. Trust in Tele- Sales	0.68***	0.65***	1.00	−0.52***	0.73***
4. Call Frequency	−0.54***	−0.48***	−0.52***	1.00	−0.61***
5. Conversion Likelihood	0.76***	0.70***	0.73***	−0.61***	1.00

Interpretation: All five hypothesized correlations with Conversion Likelihood are statistically significant at $p < 0.001$. Personalization demonstrates the strongest positive relationship with conversion (r = 0.76), confirming it as the primary lever for tele-sales improvement. Trust (r = 0.73) and Communication Quality (r = 0.70) are also strongly and positively predictive of conversion. Call Frequency exhibits a significant negative relationship (r = −0.61), empirically validating the counter-productive nature of high-volume contact strategies. Inter-predictor correlations (range: 0.48–0.72) confirm conceptual overlap among positive predictors without indicating problematic multicollinearity.

Conclusion

This study provides robust empirical evidence that customer perception towards tele-sales calls in the Indian EdTech sector is predominantly negative, with 50% of respondents expressing unfavourable views driven principally by excessive call frequency, irrelevant targeting, and a pronounced trust deficit. The multi- method statistical analysis confirms that these perceptual deficiencies are not immutable market realities but correctable operational failures.

The Pearson Correlation analysis establishes a clear hierarchy of conversion predictors: personalization (r = 0.76), trust (r = 0.73), and communication quality (r = 0.70) are the three strongest positive drivers, while call frequency (r = −0.61) actively undermines conversion outcomes. ANOVA confirms that age and occupation significantly moderate perception, mandating segmented tele-sales strategies rather than homogeneous approaches. Chi-Square analysis reveals that gender does not significantly influence perception, validating universal communication protocols across gender lines.

The path to tele-sales optimization is empirically clear: shift from volume-maximization to quality-maximization. Organizations that reduce call frequency, increase personalization through CRM-driven segmentation, restructure calling hours to evening windows (60% customer preference), invest in caller EI and communication training, and institute radical transparency in pricing and programme outcomes can realistically achieve 50–67% improvements in conversion efficiency. For Jyesta Corporate Entity and similar EdTech organizations, this strategic shift represents not merely an operational improvement but a fundamental transformation in the customer relationship — from intrusion to invitation, from selling to solving.

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