

A Study on Customer Experience in Edtech Services

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ABSTRACT

The Educational Technology (EdTech) industry has experienced significant growth due to rapid digital transformation and increasing adoption of online learning platforms. Customer experience has emerged as a critical factor influencing customer satisfaction, loyalty, and continued usage of EdTech services. This study aims to analyse customer experience in EdTech services with special reference to Skillqon Consulting Services. The research focuses on identifying factors influencing customer satisfaction, evaluating the impact of service quality, and understanding the effectiveness of digital learning platforms.

The study adopts a descriptive research design using both primary and secondary data. Primary data were collected from 54 respondents through a structured questionnaire. Statistical tools such as percentage analysis, mean analysis, correlation, regression, ANOVA, and Chi-square analysis were used to interpret the collected data. The findings reveal that content quality, platform usability, service quality, and technical support significantly influence customer satisfaction and customer loyalty. The study also identifies that younger users and students form the major customer segment in EdTech services.

The research concludes that EdTech organisations must focus on improving customer-centred strategies, personalised learning systems, technical support, and platform usability to enhance customer experience. Organisations that prioritise customer satisfaction and service quality can achieve stronger customer relationships, long-term retention, and sustainable growth in the highly competitive digital education environment.

1. INTRODUCTION

The rapid advancement of technology has transformed the education sector significantly over the past decade. Educational Technology, commonly referred to as EdTech, has revolutionised traditional learning methods by integrating digital tools, online platforms, and interactive technologies into educational systems. EdTech platforms provide flexible, accessible, and learner-centred educational experiences, enabling students and professionals to access learning resources anytime and anywhere.

The growing use of smartphones, internet connectivity, and digital literacy has accelerated the adoption of online learning services globally. Educational institutions and professional training organisations increasingly rely on digital platforms to provide certification programs, skill development training, and career-oriented courses. As competition in the EdTech industry increases, customer experience has become a major determinant of organisational success.

Customer experience refers to the overall perception developed through interactions with services, platforms, trainers, and support systems. In EdTech services, customer experience includes platform usability, content quality, technical support, trainer effectiveness, and service reliability. Positive customer experiences improve customer satisfaction, trust, engagement, and loyalty, while poor experiences negatively affect customer retention.

Skillqon Consulting Services operates in the EdTech and professional training sector by offering skill development programs, certification courses, and career enhancement services. This study focuses on understanding customer

perceptions regarding the services provided by Skillqon Consulting Services and identifying the factors influencing customer satisfaction and engagement.

2. OBJECTIVES OF THE STUDY

Objective 1

To identify the factors influencing customer satisfaction in EdTech services.

Objective 2

To analyze the impact of service quality on customer experience in EdTech platforms

. Objective 3

To evaluate the effectiveness of digital learning services in meeting customer expectations.

3. REVIEW OF LITERATURE

Riyat and Kakkar (2025) found that interactive learning systems and personalised recommendations improve customer satisfaction and long-term retention on EdTech platforms.

Rifa'i and Triana (2024) found that technical support and responsiveness significantly influence customer experience in online learning systems.

Dwivedi et al. (2021) examined the role of Artificial Intelligence in customer experience and concluded that AI-based personalisation improves service efficiency and user engagement.

Al-Fraihat et al. (2020) studied factors affecting e-learning success and identified that system quality, service quality, and information quality strongly influence learner satisfaction.

Sanjay Dhawan (2020) highlighted that flexibility, accessibility, and affordability are major contributors to customer satisfaction in online education platforms.

Peter Verhoef et al. (2019) explained that digital transformation improves customer interaction and convenience through effective management of digital channels.

Martin and Bolliger (2018) emphasised that learner interaction, collaborative learning, and instructor engagement improve customer satisfaction in digital learning environments.

Katherine Lemon and Peter Verhoef (2017) described customer experience as a multidimensional concept involving emotional, behavioural, cognitive, and social responses during customer interaction.

Philip Kotler and Kevin Keller (2016) stated that customer satisfaction significantly influences customer loyalty, repeat usage, and long-term business sustainability.

The literature indicates that customer experience is a critical determinant of satisfaction and loyalty in digital learning environments.

4. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to understand customer perceptions regarding EdTech services.

Sources of Data

Both primary and secondary data were used for the study. Primary Data

Primary data were collected through structured questionnaires distributed to users of Skillqon Consulting Services.

Secondary Data

Secondary data were collected from journals, books, websites, research articles, and company records.

Sampling Technique

Convenience sampling method was used for selecting respondents. Sample Size

The sample size consists of 54 respondents. Tools Used for Analysis

- * Percentage Analysis
- * Mean Analysis
- * Correlation Analysis
- * Regression Analysis
- * ANOVA
- * Chi-Square Analysis

8. CONCLUSION

The study concludes that customer experience plays a vital role in determining customer satisfaction and loyalty in EdTech services. Factors such as content quality, service quality, technical support, and platform usability significantly influence customer perceptions and engagement. The findings indicate that learners expect reliable, flexible, and interactive learning experiences from EdTech organizations.

The research further highlights that organizations prioritizing customer-centered strategies and continuous innovation are more likely to achieve long-term success in the digital education sector. Skillqon Consulting Services can strengthen customer retention and improve overall satisfaction by enhancing platform performance, providing quality support services, and delivering personalized learning experiences.

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