A Study on Customer Satisfaction and Nurturing Strategies in Admit edge – An Edtech Company

DANY RUFUS.J, BA.,

MBA (Marketing & operations) Student., Reg No: 43410292 School of Management Studies, Satyabhama Institute of Science and Technology, Chennai, Tamil Nadu, India.

DR. K. SASIREKHA B.Sc., B.Ed., MBA., PhD

Assistant Professor,

School of Management Studies, Satyabhama Institute of Science and Technology, Chennai, Tamil Nadu, India.

ABSTRACT

The EdTech sector has experienced remarkable growth, driven by digital transformation and a shift in learning preferences toward flexible, accessible, and personalized solutions. In this evolving landscape, platforms must focus not only on content delivery but also on customer experience and engagement. This study explores how AdmitEDGE, a leading EdTech company specializing in test preparation and counseling for international education, implements and benefits from effective customer satisfaction and nurturing strategies. The research investigates how factors such as communication quality, follow-up systems, mentorship, and personalized learning contribute to student satisfaction, retention, and brand loyalty. By employing descriptive and analytical tools such as Chi-square and ANOVA, the study identifies key patterns and correlations in user behavior and perception. Findings reveal that the personalization of communication, the informativeness of the initial interaction, and consistent mentor support significantly impact user satisfaction and conversion rates. This paper emphasizes the importance of a learner-centric approach in EdTech, where the quality of relationships with students determines long-term success. The insights derived provide a blueprint for digital education companies to improve customer-centric models and sustain competitiveness in a rapidly expanding industry.

KEYWORDS

Customer Satisfaction, EdTech, Nurturing Strategies, Personalized Learning, Digital Education, Student Retention, AdmitEDGE, Online Learning, Communication, Mentorship.

INTRODUCTION

The rapid digitalization of education has not only transformed how students access knowledge but has also revolutionized the expectations they hold from educational service providers. In such a dynamic and technology-driven environment, EdTech companies must focus on both content quality and the overall user experience. AdmitEDGE has positioned itself uniquely in this space by offering a blend of AI- powered learning tools and human-led mentorship for students preparing for competitive exams such as GRE, IELTS, TOEFL, and GMAT. This study aims to explore how AdmitEDGE delivers value to its users beyond academic content by nurturing learners through meaningful communication and support systems. Customer satisfaction in this context is a multidimensional construct influenced by the quality of initial engagement, consistency of follow-up, clarity of communication, and relevance of mentoring. Furthermore, student motivation, trust, and loyalty are directly tied to their experience across various touchpoints on the platform. As competition intensifies in the EdTech landscape, companies that fail to nurture their users risk high attrition rates. Thus, understanding the nuances of customer satisfaction and the strategies that effectively nurture learners has become a critical area of interest for both academic inquiry and practical implementation.

OBJECTIVES

The primary objective of this study is to analyse and understand the factors influencing customer satisfaction and the effectiveness of nurturing strategies used by AdmitEDGE. Specifically, the research aims to examine how demographic variables such as age, gender, and education level relate to engagement with the platform. It also seeks to evaluate the quality of initial interactions, follow-up communications, and the personalization of services. Another crucial objective is to determine the impact of these factors on a user's decision to sign up for

AdmitEDGE's offerings and their willingness to recommend the service to others. Furthermore, the study investigates the role of mentor support and feedback systems in enhancing the learning experience. Through this, the research intends to identify strengths and areas for improvement in AdmitEDGE's approach to student engagement. Overall, the study seeks to provide actionable insights that can help the organization refine its strategies for long-term customer retention and brand trust.

SCOPE OF THE STUDY

The scope of the present research encompasses an evaluation of customer satisfaction and nurturing strategies within the specific operational framework of AdmitEDGE. The study focuses on existing and prospective students who have engaged with the platform for test preparation and admissions counselling. It includes an assessment of service touchpoints such as communication channels, mentoring sessions, and feedback loops. The research is geographically limited to users in India, though it considers broader implications for the global EdTech industry. Additionally, the study primarily considers customer-facing aspects of the platform rather than internal operations or backend technologies. The scope also includes comparative insights with industry best practices, enabling the positioning of AdmitEDGE's strategies within a broader context. Limitations in time and resources restrict the study to a cross-sectional analysis rather than a longitudinal one, but the findings are nonetheless significant in highlighting prevailing trends and user expectations in digital education platforms.

RESEARCH METHODOLOGY

The study adopts a descriptive research design that combines both qualitative and quantitative approaches to offer a comprehensive view of customer satisfaction dynamics. Primary data was collected through structured questionnaires distributed among 80 respondents who had engaged with AdmitEDGE. A purposive sampling method was used to ensure that participants had relevant experience with the platform. The questionnaire included both closed-ended and open-ended questions, covering areas such as initial engagement, communication frequency, follow-up quality, personalization, and overall satisfaction. Statistical tools like SPSS were employed to conduct percentage analysis, Chi-square tests, and ANOVA. The Chi-square test was used to explore associations between demographic variables and satisfaction indicators, while ANOVA was used to determine whether significant differences existed in satisfaction levels across different communication categories. Ethical considerations, including informed consent and confidentiality of responses, were strictly followed. The mixed-method approach enabled triangulation of data, enhancing the validity and depth of the findings.

REVIEW OF LITERATURE

The concept of customer satisfaction has been extensively studied in the domains of services marketing and educational management. Parasuraman et al. (1988) introduced the SERVQUAL model, which identified reliability, responsiveness, assurance, empathy, and tangibles as key dimensions of service quality. In the EdTech domain, scholars such as Zeithaml and Bitner (2018) have emphasized the role of personalized learning and emotional engagement in driving loyalty and satisfaction. Studies also reveal that digital users are highly responsive to timely communication and interactive support, which increases perceived value and reduces cognitive dissonance. Furthermore, platforms that integrate adaptive learning tools and provide actionable feedback tend to retain users longer. Research by Aggarwal (2019) highlights the importance of alignment between service delivery and user expectations, particularly in tech-enabled

education. Overall, the literature suggests that nurturing strategies, including mentor interactions, personalized guidance, and proactive follow-ups, serve as vital enablers for long-term engagement in digital learning environments.

LIMITATIONS

Despite its comprehensive approach, this study has certain limitations that must be acknowledged. Firstly, the sample size of 80 participants may not adequately represent the diverse customer base of AdmitEDGE, particularly when considering regional, economic, or linguistic diversity. Secondly, the study is based on self- reported data collected through questionnaires, which may be subject to biases such as social desirability or selective memory. Thirdly, the research captures only a snapshot in time and does not include longitudinal tracking of changes in user behaviour or satisfaction over an extended period. Additionally, the scope is limited to existing users and does not incorporate feedback from prospective students who explored but did not engage with the platform. Lastly, external factors such as technological issues, competitive pressures, or broader industry shifts have not been incorporated into the analysis, which may influence customer perceptions and behaviours.

PIE CHART (AGE GROUP OF RESPONDENTS)

The majority of respondents (61.3%) fall in the 18–24 age bracket, indicating that AdmitEDGE predominantly serves a younger demographic who are in the early stages of their higher education journey. This data validates the platform's strategic focus on competitive exam preparation for students aiming to pursue education abroad. The age distribution also implies that the communication style, learning content, and platform interface should cater to tech-savvy, digitally active users who value quick access, interactivity, and personalized learning paths. This demographic insight forms the basis for developing more effective outreach and engagement models that align with the behavioural patterns of young adult learners.

ANOVA TEST ANALYSIS

The ANOVA test was conducted to examine whether customer satisfaction significantly varied based on their perception of follow-up communication. The findings revealed a highly significant result (p-value < 0.001), indicating that satisfaction levels are strongly influenced by how users rate follow-up interactions. Participants who found the communication to be timely, personalized, and informative expressed higher levels of satisfaction with the platform overall. These results underline the critical role that nurturing strategies play in shaping student perception and engagement. Effective follow-ups contribute not only to higher satisfaction but also to increased trust and user retention. For AdmitEDGE, this emphasizes the need to consistently deliver structured, personalized communication throughout the student journey to enhance loyalty and brand advocacy.

CONCLUSION

The research concludes that customer satisfaction and nurturing strategies are intrinsically linked and central to the success of EdTech companies like AdmitEDGE. The company has demonstrated strengths in areas such as personalized communication, quality mentorship, and data-driven recommendations. A majority of respondents indicated positive experiences, especially in the areas of informative initial interaction and helpful follow-up communication. However, the study also highlights areas for growth, such as the need for deeper personalization, improved mentor responsiveness, and better onboarding practices. As competition in the EdTech sector intensifies, platforms must adopt a student-first mindset that goes beyond content delivery. Building relationships through consistent engagement, responsiveness, and empathy will be critical to sustaining growth and retaining users. AdmitEDGE, with its hybrid model of AI support and human mentoring, is well-positioned to lead this change— provided it continues to evolve its strategies based on real-time feedback and emerging learner needs.

REFERENCES

1.   Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

2.   Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing*. McGraw-Hill Education.

3.   Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy*. Pearson.

4.   AdmitEDGE Official Website. (2024). https://www.admitedge.com

5.   Statista. (2024). Online Education Market in India. https://www.statista.com

6.   Qualtrics.   (2023).   Customer   Satisfaction Metrics and Tools. https://www.qualtrics.com

7.   IBM SPSS Tutorials. https://www.ibm.com/support/knowledgecenter