

HUGO Academy Upskill Project

OPERATIONS OF OUTSCHOOL AND
IT'S MARKET PRESENCE

GROUP 8

Operations Of Outschool And Its Market Presence

Operations:

Outschool is an online education platform that offers classes for kids aged 3-18. All classes are taught by motivated, independent teachers who choose their teaching topics and schedules.

Market Presence:

Outschool is a leader in the online learning space, especially after the COVID-19 pandemic increased demand for remote education. Its flexible, student-centered learning model has helped it gain traction globally.

Today, Outschool offers more than 140,000 live online classes to more than 1,000,000 learners in 183 countries worldwide.



Reasons Behind the Company's Digital Transformation:

- ▶ Scalability
- ▶ Innovation
- ▶ Efficiency
- ▶ Data Drive

Outschool's move to digital transformation happened for several reasons:

Competition:

With the emergence of many online learning platforms, Outschool needed to improve its offerings to stand out and attract more students.

E-Commerce Growth:

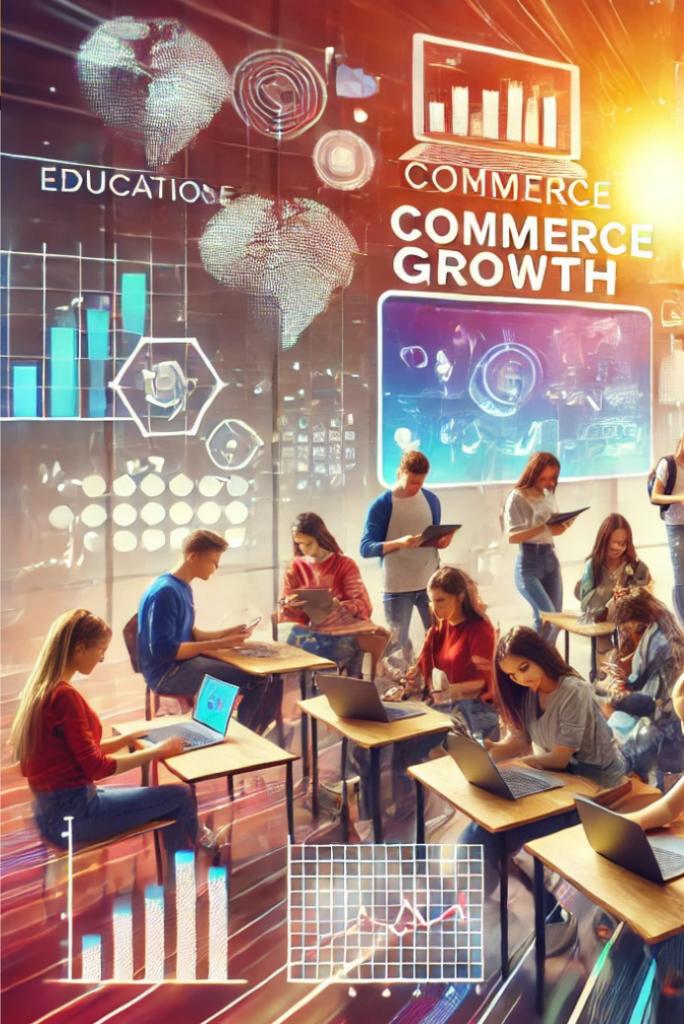
As online shopping grew in popularity, people began expecting easy and personalized services. Outschool created a marketplace for live online classes, making it simple for learners to find and join courses that interest them.

New Technologies:

Advances in technology, such as video conferencing tools and interactive learning platforms, provided Outschool the opportunity to innovate. They leveraged these tools to enhance the learning experience and expand their offerings.

COVID-19 Pandemic:

When schools closed during the pandemic, the demand for online education surged. Outschool quickly expanded its digital services to meet this need and reach more students looking for flexible learning options. These factors drove Outschool to enhance its digital presence and solidify its position as a leader in online education.



Objectives of Digital Transformation:

At Outschool, our core mission is to "Make learning accessible, engaging, and fun for every child, everywhere." To stay ahead in a rapidly evolving market, we are committed to digital transformation driven by the following strategic objectives:

- ▶ **Enhancing accessibility and user experience through personalized learning pathways.**
- ▶ **Developing AI-powered learning recommendations for a more interactive and personalized learning experience.**
- ▶ **Implementing Augmented Reality (AR) and Virtual Reality (VR) learning experiences.**
- ▶ **Enhancing mobile app functionality and user interface.**
- ▶ **Integrating blockchain technology for secure credentialing.**



Recommendation to Utilize Hugo for Business Process Outsourcing:

► Why Outschool Needs Outsourcing:

Outschool, an online education platform offering live classes for children, has grown rapidly, particularly due to the rise of remote learning during the pandemic. As Outschool continues to expand, managing operational complexities – such as customer support, community management, and digital content moderation – can become overwhelming. Outsourcing to Hugo could provide significant relief.

Recommended Processes to Outsource to Hugo:

► Customer Support:

Outschool must ensure smooth interactions between students, parents, and teachers. Hugo can handle customer support by offering 24/7 live chat, email, and call center services to address inquiries related to class enrollment, payment issues, and technical difficulties. This would improve user satisfaction without requiring Outschool to scale its internal support team.

► Back Office Support:

Managing daily administrative tasks, such as data entry for classes, teacher onboarding, and payment processing, can consume significant resources. Hugo's back office support services would streamline these operations, allowing Outschool to focus on content creation and platform improvements.

► Data and AI Operations: As Outschool collects vast amounts of data on user preferences and learning outcomes, Hugo's expertise in AI and machine learning can help analyze this data for personalization. This would enable Outschool to recommend tailored courses for students, enhancing the overall user experience.



References:

Brynjolfsson, E., & McAfee, A. (2014). The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies. W.W. Norton & Company. (Overview of digital transformation's impact on various sectors, including education.)

Siemens, G. (2013). Learning Analytics: The Emergence of a Discipline. American Behavioral Scientist, 57(10), 1380-1400.

McKinsey & Company. (2020). How COVID-19 Has Pushed Companies over the Technology Tipping Point and Transformed Business Forever. Retrieved from McKinsey

•Provides insights into how organizations, including educational institutions, are increasing operational efficiency through digital transformation.

Contribution of Team members

1.Adebola Akeem Ayomide & Blessing Luke:

The reasons behind the company's digital transformation (e.g, Competition, E-Commerce, Emerging Technologies and COVID 19)

2. Olufemi Samuel Timileyin, Ojeniyi Oreofe Deborah & Edeji Rebecca Kunmisola: The Objectives of the Digital Transformation.

3.Agbabi Edesemi & Babatunde Jolaogun:

Utilizing Hugo to Outsource specific business processes.
Support your answers with research and arguments.



THANK YOU