

SUMMER INTERNSHIP PROJECT
ON
CUSTOMER PERCEPTION OF GETMYUNI AND WAYS TO
INCREASE REVENUE

AT
GETMYUNI



SUBMITTED IN PARTIAL FULLFILMENT OF THE
REQUIREMENT OF POST GRADUATE DIPLOMA
IN MANAGEMENT-GENERAL

BY
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057/2017



LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT, DELHI

JUNE, 2018

CERTIFICATE

This is to certify that the present study is based on my original research work and my indebtedness to others' works, publications, etc. wherever cited in this study has been duly acknowledged at appropriate places.

This work has not been submitted either in part or in full for the award of any diploma or degree in any university/ Institute and is now being submitted for evaluation in partial fulfillment for the requirement of the Two-year Full Time Post-Graduate Diploma in Management.

Signature of the Student
(Name & Roll No. of the student)

Prof. _____

Faculty Guide

ACKNOWLEDGEMENT

Behind every achievement lies a deep sea of gratitude to those who have extended their support and without whom it would have been very difficult to accomplish the task successfully. To them I lay the words of gratitude.

I am really thankful to all the people who have been helpful in the successful execution and completion of the project titled “Customer perception towards educational consultancy sector and ways to increase revenue.”

I would like to extend my heartfelt thanks to my project guide Mr. Jyothi Prakash, Senior Client Account Manager at GetMyUni for all the help and guidance, without which the execution of this project would have been extremely difficult. I also wish to thank all the people who responded to the questionnaires and supplied useful Information. Without their input, this report would not have been possible.

I would also like to express my deepest gratitude to Dr. Gaurav Joshi, my faculty mentor, for her guidance and feedback throughout the internship. I would also like thank my friends and the entire team of GetMyUni for their support and motivation throughout the course of my project.

EXECUTIVE SUMMARY

All what we learn in classroom pays off when applied in the practical field. Wise application of concepts learnt in management studies is what makes a potential manager. Every concept is practiced in a different way in the industry. And the study on the subject practiced in the organization gives a deep insight into the practical aspect of the functioning.

The project titled “Customer perception towards educational consultancy sector and ways to increase revenue” was chosen to understand where GetMyUni stands in the education consultancy sector, and factors affecting its revenue. Revenue generated by the company falls short of the expected revenue, so a set of questionnaire was floated to understand the reasons behind that, and ways to overcome the shortfall.

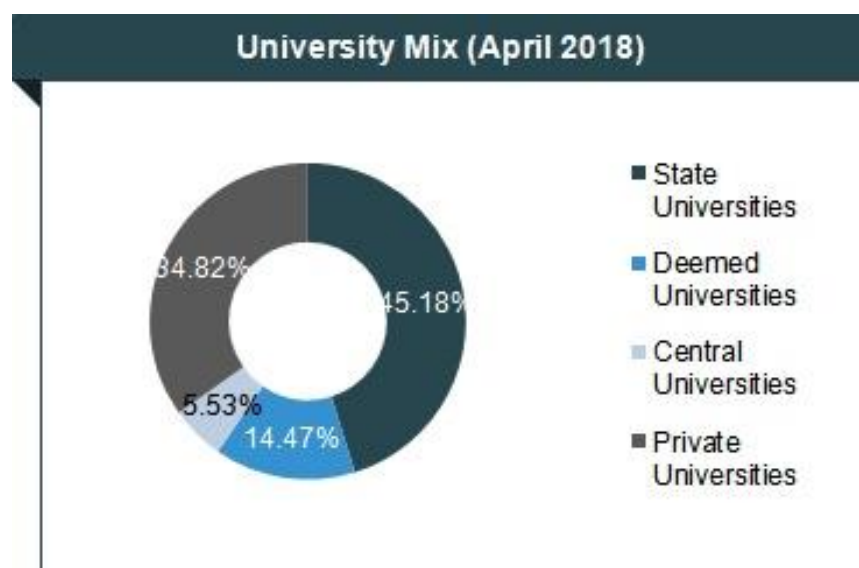
For my research work I have done extensive secondary research, and primary research in the form of interviews of managers at the company and a survey to students who wish to seek admission in colleges.

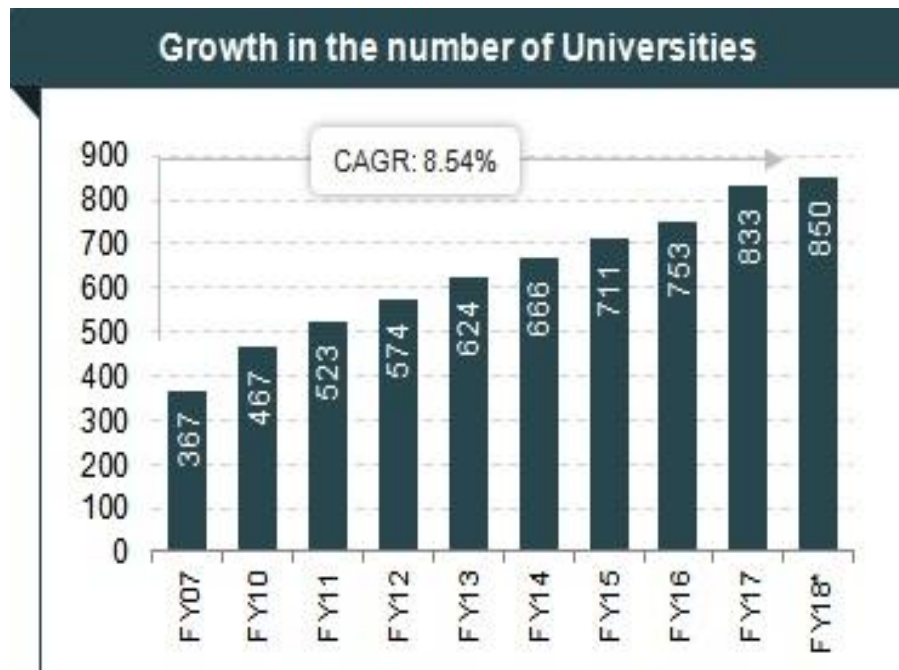
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INTRODUCTION

India has one of the fastest growing education sectors in the world. The country has more than 1.5 million schools with over 260 million students enrolled and about 751 universities and 35,539 colleges. The education sector in India is poised to witness major growth in the years to come as India will have world's largest tertiary-age population and second largest graduate talent pipeline globally by the end of 2020. The education market in India is currently valued at US\$ 100 billion and is expected to nearly double to US\$ 180 billion by 2020. Higher education contributes 15 per cent of the market size which comes out to be around US \$15 billion. Currently, India's higher education system is the largest in the world enrolling over 70 million students while in less than two decades, India has managed to create additional capacity for over 40 million students. It witnesses spending of over Rs 46,200 crore (US\$ 6.93 billion).





Educational services industry has picked up pace in recent years. With the increasing number of students and institutions across India, the need for reliable information about courses and colleges is ever increasing. The companies that form this sector are rigorously competing to be the best in every aspect. They are trying to help students take informed career decisions. Some of the companies that stand out in the sector are Careers360, Siksha.com, htcampus, GetMyUni, Collegedunia, and collegedekho. These companies provide consultancy services to various institutions across India by generating leads through academic counselling. Most of the revenue comes from consultancy. Consultancy services also include branding and advertisements for various institutions across India. There lies a humongous opportunity for educational services companies in India since the market penetration is little. The opportunity lies in increasing number of internet users who wish to seek information online, and ease of access of internet. Most of the players in the sector are still growing in terms of revenue and resources. And those struggling for revenue are in dire need of marketing research to understand where the problem lies. Research should start with a problem that a company is facing and should end with an action.

After having a detailed discussion with the decision makers of GetMyUni, it was learnt that the company is falling short of the expected revenue. One of the important factors that affect the company's revenue is the service quality. So, as an objective of my project I have tried to assess the quality of service that GetMyUni offers to its clients. I have also tried to understand the customer perception of GetMyUni by carrying out a survey.

COMPANY OVERVIEW

GetMyUni is a Times Internet invested company. It is an education hub which helps prospective aspirants make the right education choice via student reviews and insights and also enables them to get valuable industry experience via student challenges on our skill-based hiring platform. It caters to students during their complete life-cycle, from finding a college till graduation. Offerings to colleges and corporates include analytics-driven recruitment and marketing solutions. GetMyUni is India's first social college search platform that helps students in making the right college choice. It is one of the fastest growing college choice portals in India, increasingly used by numerous aspiring Indian students to make their college decisions.

GetMyUni aims to bridge the gap between Universities and students.

Mission: GetMyUni ambitiously aims to remove hurdles and aspires to be a catalyst in providing an online boutique for students who just don't want to settle for a mediocre career by helping them find the right course and the University.

For Universities and Colleges: Work hand in hand with the best players in the Education Industry to offer them highly screened student leads by mapping the generated leads with universities through data dissociation by skilled team of data scientists.

For Parents: The necessary tools to choose a university has been specifically tailored to the site to cater to students enabling them to get on to the track of getting into their dream University.

For Students: GetMyUni acts as a highly interactive platform giving students the best assortment of colleges and universities with multiple reviews and comparing options.

Advertising: With the best data minds, lead generation processes, advertising solutions and marketing technologies, your brand will get the attention it deserves.

CUSTOMER ACQUISITION AT GETMYUNI

The company earned revenue from customer acquisition through voice and digital media. It offers consultancy services to clients such as advertisement, branding, and lead generation. Lead generation involves counselling students for different colleges, and forwarding the list of counselled students who wish to fill up the application forms for admission to colleges. The company gets paid for each lead generated. Lead generation is what the decision makers call customer acquisition. Customer acquisition is both digital and voice. Digital acquisition involves sending e-mails, SMSs', and push notifications to customers. The mode of acquisition depends on the clients' requirement and nature of courses. However, for most courses initially digital acquisition is tried, and if digital acquisition does not work the company goes for voice acquisition.

LITERATURE REVIEW

Gounaris and Dimitriadis, (2003) have tried to study the dimensions which underlie the notion of quality of web portals, and to examine whether these dimensions vary across portal users so as to become a useful segmentation instrument. The different variables that they used to evaluate the portal were: design of pages, speed at which pages load, timely information, reliability, volume of information covered, etc.

Measure of B2C Web portal quality ^a	Mean	Std. deviation
Please evaluate the portal you visit most frequently in terms of:		
The technology it employs	5.5580	1.0701
The design of its pages	5.3499	1.1472
The speed at which the pages load	5.0306	1.3200
The functionality of the portal	5.4200	1.1136
The degree to which information is updated	5.7675	1.1512
The degree to which information offered is complete	5.5540	1.1374
The degree to which information offered is reliable	5.6039	1.1241
The degree to which information is covering your personal interests	5.1235	1.1804
The degree to which the pages match your personal style – preference	4.9602	1.1488
The degree to which e-mails and queries are responded to promptly	4.7398	1.5718
The overall concern for the user	4.6844	1.3858
The degree of accessibility to the portal's personnel	4.6617	1.6477
The degree of transactions security	5.0594	1.5480
The degree of personal information security	4.9044	1.8007

Note: ^aAll items were measured using a seven-point scale anchored 1 = "poor"; 7 = "excellent"

The authors' research reveals three key quality dimensions:

(1) Customer care and risk-reduction benefit - This covers aspects such as concern for the user, ease of communication with the portal's service personnel, prompt response to queries and e-mails, and the security of transactions and of personal information.

(2) Information benefit- The information provided should be reliable, complete, up to date, and cover the personal interests and lifestyle of the user.

(3) Interaction facilitation benefit - This embraces the portal's technology, design, speed and functionality.

Richard A. Pickett, William B. Hamre, (2003) have explained that portals are the first “killer” applications of knowledge management due to their versatility, broad technical and functional capabilities, and ease of use. Well-designed portals allow institutions to create and implement the knowledge management strategy of their choice. They have presented the elements, components, and processes involved in setting and maintaining portals. It uses Santa Barbara City College as a case study of a portal implementation with the purpose of supporting knowledge management, and it underscores the role played and benefits gained by institutional research and the college as a result. They have explained that there is one major reason for portals, efficiency. Portals help make more efficient use of an individual's time, one of the most important organizational resources. With the ever-increasing glut of data, it is essential to provide an organization's constituencies with focused information that can facilitate better decision making.

Diana Oblinger and Larry Goldstein, (2002) have explored e-business trends that may have an impact on traditional higher education institutions. They have discussed various uses of e – business applications like in improving operating efficiencies, eliminating cost due to paper work, reducing the cost of service delivery, price comparisons. They have also discussed the various alternatives for revenue generation as shown in the table below:

Pricing Model	Description
Dynamic pricing	The use of an auction to establish price
Advertising	The sale of advertising space on a Web site
Seat license	The licensing of content or software on a per-user basis (for example, license an entire library of courseware)
Subscription	The sale of e-learning services as a periodic payment
Pay for use	The sale of specific e-learning products and services (for example, purchase a specific course title)
Direct marketing/data collection	The sale of customer lists and market data

Jennifer Burke, (2001) has raised concerns for educational institutions about the questions they need to ask before they select commercial Web portals. Each commercial Web portal provides different resources and services, which may include lesson plans, instructional materials, e-mail services, discussion forums, filtering services, current news and classroom activities. Administrators need to assess their schools' needs for a portal and what features will be most useful for teachers, students and parents, and then determine whether resources and services offered by the vendor are appropriate to the schools' instructional needs and goals. Administrators need to assess the quality and appropriateness both of the portal as a whole and of each part of it. School administrators need to consider several questions related to the management of portals: Are teachers already trained to use the resources available from this Web portal provider? Will the portal company provide necessary training for teachers? What initial implementation and ongoing costs will the school district and schools have to pay for this Web portal? What will the provider charge schools for access in subsequent years? How is the subscription price assessed? If the portal is "free" to schools, how is it funded? Does the portal provider have an easy-to-understand privacy policy and a way to address infractions by users?

OBJECTIVES

Management Decision Problem

1. How can GetMyUni increase its revenue from customer acquisition through voice and digital media?

Marketing Research Problem

1. To study customer perception towards GetMyUni.
2. To assess the quality of services offered by the company which directly impacts revenue.

RESEARCH DESIGN

Qualitative Research – It will start with an exploratory research basically to estimate the key variables effecting the customer perception as well as revenue. Secondary data available in various sources from existing research papers, journals, and data bases will also be analyzed.

Quantitative Research – Descriptive cross-sectional survey will be conducted to find the following-

- **Who** – Students and colleges
- **Why** – To know what should GetMyUni do increase its revenue from customer acquisition?
- **When** – During the months of admission in colleges across India
- **Where** – Online (through social media apps like Whatsapp, Gmail, outlook)
- **Way** – Survey will be conducted as a part of the research.

Data Collection Method:

- **Secondary Research** – Secondary data will be collected from various sources from existing research papers, journals, and data bases.
- **Primary Research** – Data collection methods will include surveys in form of questionnaires. The questionnaire conducted would be self-administered and made from secondary data obtained from journals from other researchers due to the lack of local research on the topic.

Scaling and Measurement:

Itemized scale along with paired comparison, and rank-order method for the purpose of scaling and measurement has been used. I have also used Itemized scaling - Likert scale: appropriate to be used in the questionnaire. The variables I will be measuring are:

For Customer Perception (from students):

- Reliability
- Timely information
- Quality of information or content
- Entertainment (the degree to which navigating through the site is amusing or humorous)
- Brand Name
- Interactivity
- Time taken to load pages in the website or response time
- Website appearance or organization (site's structure)
- Volume of information(number of colleges and courses covered)
- Advertisements on website
- Audio-visual elements
- Helpful features like exam score calculator, college/course comparison etc.

For assessing the quality of leads (from colleges):

- Communication
- Price
- Target fulfillment or timely service
- Preferable media – digital or voice
- Conversion rate
- Reliability

Sampling Plan:

- **Population Universe:** Students (customers) and colleges (clients) across India
- **Sampling Frame:** Clients of GetMyuni (to assess the quality of leads)
- **Sampling Unit:** Colleges and high schools
- **Sampling Element:** Students who are looking forward for graduation and post- graduation courses, and colleges.
- Convenience and judgemental non-probability sampling methods would be used.
- **Sampling Size:**

Taking 10% tolerable error and 10% significance level -

$$S = (5-1)/6$$

$$S = 0.67, Z = 1.645, N = (ZS)^2/e^2$$

$$N = (1.645 \times 0.67)^2 / (0.10)^2 = 121$$

DATA ANALYSIS

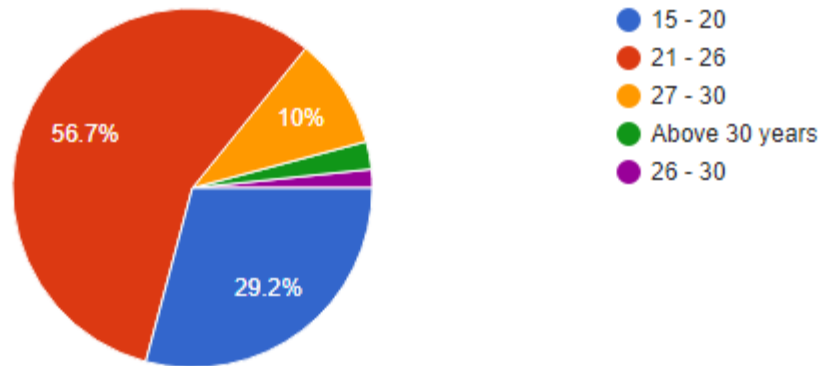
The present study is mainly survey in nature and data has been collected through already constructed questionnaire. Questionnaire was based on Likert five point scale. Data has been collected from students who have visited the company's website, and colleges which are GetMyUni's clients. Convenient sampling technique was used in collecting data. Total 550 questionnaires were mailed to students, and around 200 questionnaires were mailed to colleges. Of the 550 questionnaires mailed to students, around 128 responses were received, and of the 200 questionnaires mailed to colleges, around 59 responses were received. Secondary data covers the conceptual part of the study and main source of the secondary data are official website of GetMyUni, research papers, article, text book etc.

To study customer perception towards GetMyUni

Demographics:

Age(years)

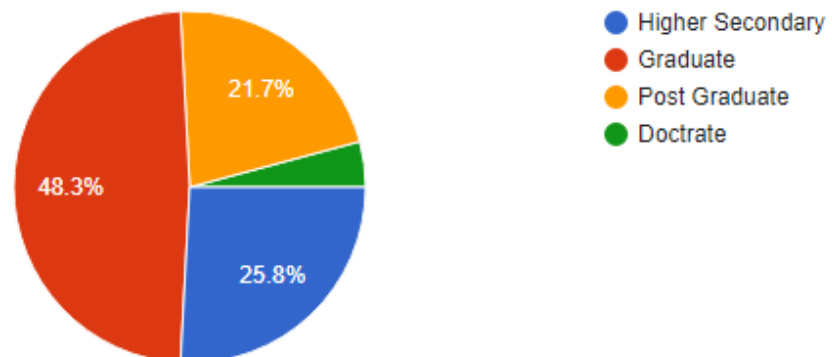
120 responses



- Majority of the respondents were 15 – 26 years of age.

Highest Qualification

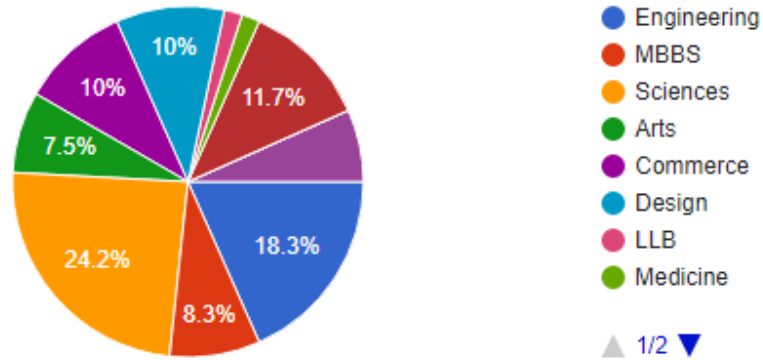
120 responses



- Highest qualification was majorly graduation (48%)

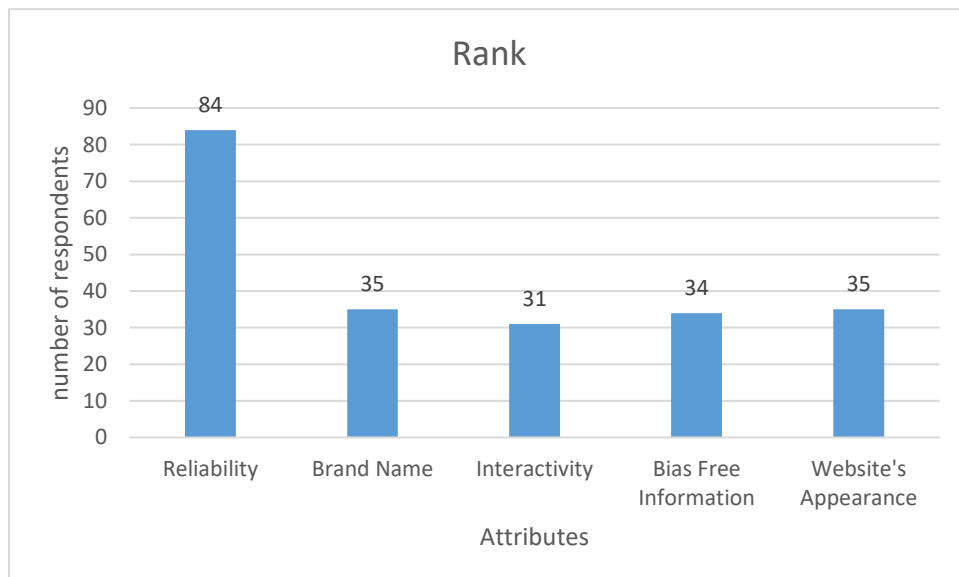
Field of study

120 responses



Below is the rank of attributes from best to less that students want in a website:

Reliability - 1, Website's appearance - 5



- Students feel reliability is the top most attribute amongst the attributes taken when they visit a website to get information about colleges, and courses. 85 respondents have rated reliability as Rank 1.

Reliability Test

Cronback Alpha test for testing the reliability of Questionnaire:


Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is unidimensional. Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency).

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics



Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.872	10

- The above table shows the Cronbach's Alpha value for questionnaire to study customer perception of GetMyUni.

- The alpha coefficient for the four items is .874, suggesting that the items have relatively high internal consistency. A reliability coefficient of .70 or higher is considered “acceptable” in most research situations.

Case Processing Summary

		N	%
Cases	Valid	58	98.3
	Excluded ^a	1	1.7
	Total	59	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

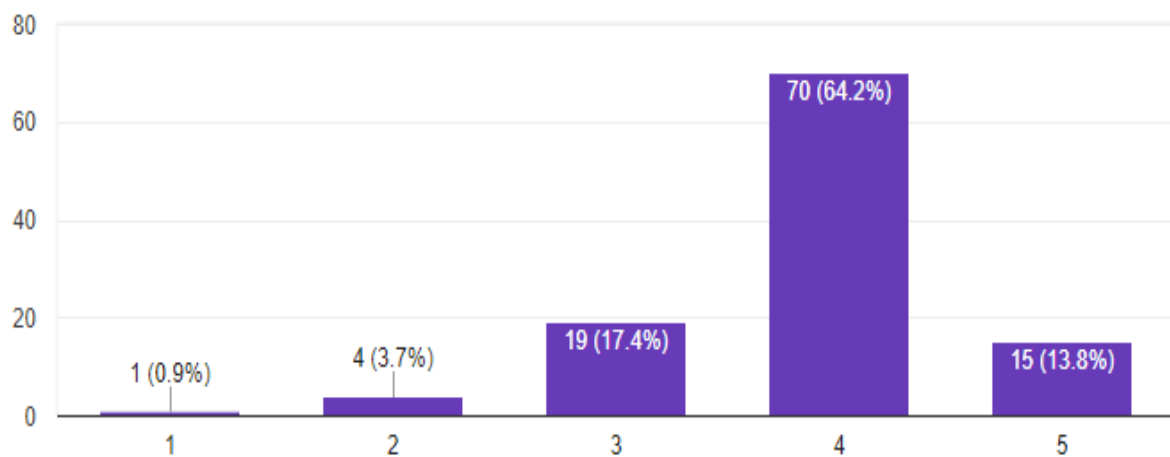
Cronbach's Alpha	N of Items
.769	7

- The above table shows the Cronbach’s Alpha value for questionnaire to assess the quality of services offered by GetMyUni.
- The alpha coefficient for the four items is .769, suggesting that the items have relatively high internal consistency. A reliability coefficient of .70 or higher is considered “acceptable” in most research situations.

Ratings of different attributes of GetMyUni's website:

Reliability of information

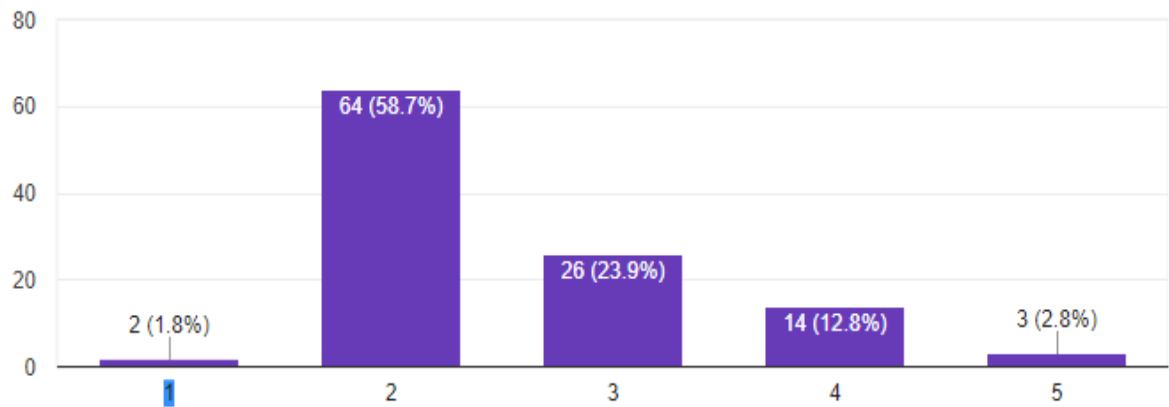
109 responses



- 64.2% of respondents have given a rating of 4 to reliability of information.
- This shows that the students feel the website of GetMyUni is fairly reliable.

GetMyUni as a Brand

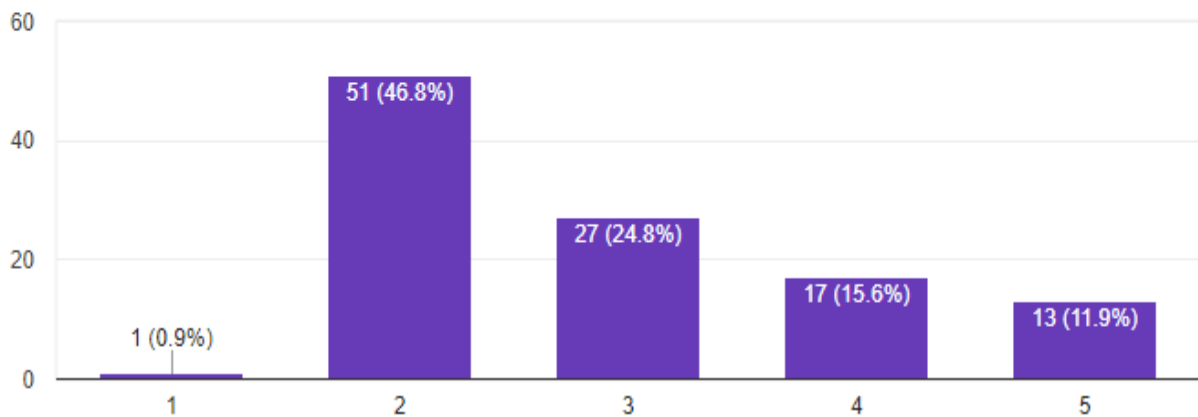
109 responses



- 58.7% of respondents have given a poor rating to GetMyUni as a Brand. This means they do not feel GetMyUni has a good brand image.

Interactivity(the degree to which navigating through the website is amusing)

109 responses

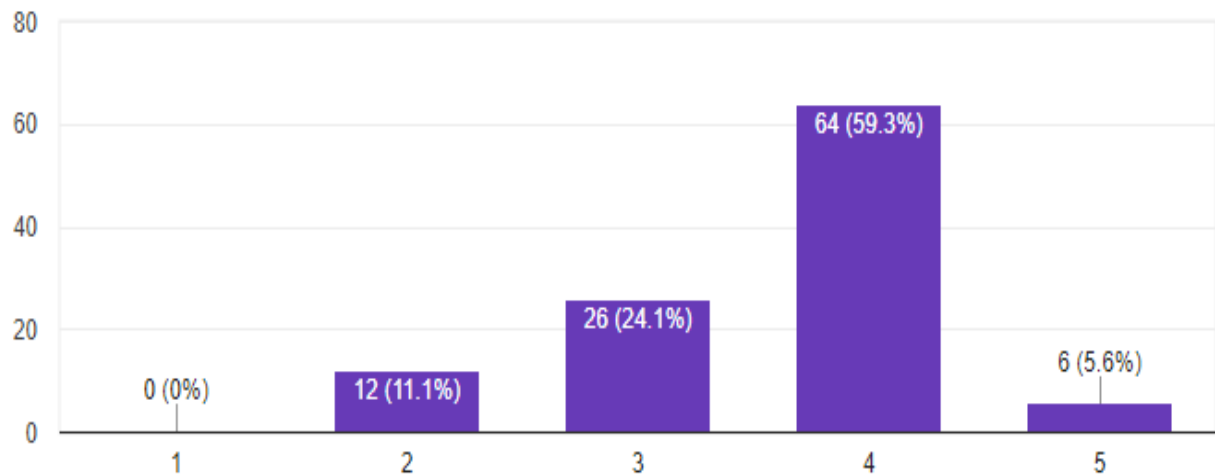


- 46.8% of respondents feel that GetMyUni's website's interactivity is poor (rating 2).

Time taken to load pages in the website



108 responses

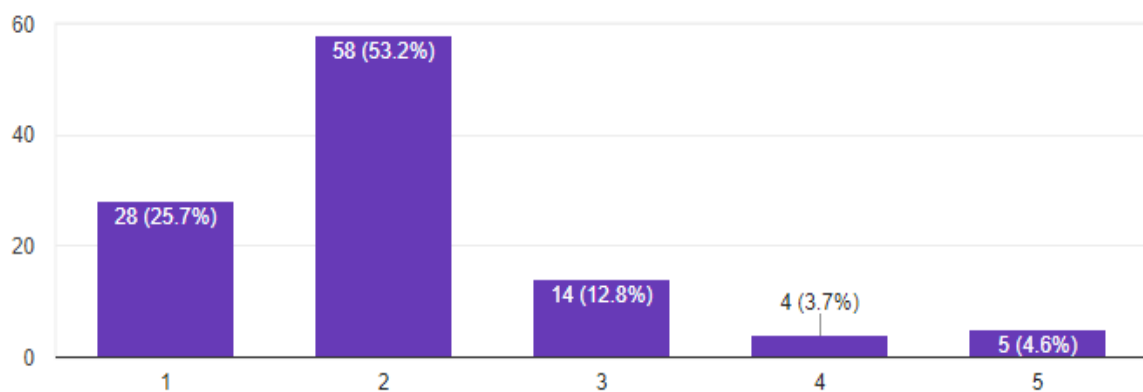


- Around 66% of respondents feel that GetMyUni's website's pages do not take much time to load. However, 35% of respondents have rated this attribute poor.

Helpful Advertisements



109 responses



- Around 92% of respondents feel that the advertisements that appear in the website are not helpful.

Correlation and Regression Analysis

Correlation and regression analysis has been done to understand the attributes of the website that affect the satisfaction level of students.

The attributes are:

- Reliability of information
- GetMyUni as a Brand
- Interactivity(the degree to which navigating through the website is amusing)
- Time taken to load pages in the website
- Website's appearance or site's structure
- Volume of information(number of colleges and courses covered)
- Helpful Advertisements
- Availability of Features like exam score calculator, college/course comparison etc.
- Bias Free information

The regression equation looks like:

$$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + \dots + B_NX_N.$$

Where Y = dependent variable (satisfaction level)

$X_1, X_2, X_3, \dots, X_N$ = independent variables (attributes)

$A, B_1, B_2, B_3, \dots, B_N$ = coefficients

Correlations

	overall how satisfied are you with GetMyUni's website?	Reliability of information	GetMyUni as a Brand	Interactivity (the degree to which navigating through the website is amusing)	Time taken to load pages in the website	Website's appearance or site's structure	Volume of information (number of colleges and courses covered)	Helpful Advertisements
Pearson Correlation								
overall how satisfied are you with GetMyUni's website?	1.000	.544	.530	.649	.199	.544	.331	.255
Reliability of information	.544	1.000	.293	.497	.234	.389	.553	.121
GetMyUni as a Brand	.530	.293	1.000	.459	.238	.421	.207	.350
Interactivity(the degree to which navigating through the website is amusing)	.649	.497	.459	1.000	.377	.654	.289	.311
Time taken to load pages in the website	.199	.234	.238	.377	1.000	.316	.158	.096
Website's appearance or site's structure	.544	.389	.421	.654	.316	1.000	.277	.386
Volume of information (number of colleges and courses covered)	.331	.553	.207	.289	.158	.277	1.000	.180
Helpful Advertisements	.255	.121	.350	.311	.096	.386	.180	1.000
Availability of Features like exam score calculator, college/course comparison etc.	.379	.246	.362	.304	.102	.362	.158	.672
Bias Free information	.560	.371	.264	.378	.282	.424	.304	.205

Availability of Features like exam score calculator, college/course comparison etc.	Bias Free information
.379	.560
.246	.371
.362	.264
.304	.378
.102	.282
.362	.424
.158	.304
.672	.205
1.000	.250
.250	1.000

- From the above table we can see that there exists a strong correlation of satisfaction level with reliability, bias free information, brand name, interactivity and website's appearance

1. How good is the model?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.336	9	2.815	19.763	.000 ^b
	Residual	13.960	98	.142		
	Total	39.296	107			

- From the above table we can see that significance level for F statistics is less than 0.10, which shows that the regression model is statistically significant and is applicable perfectly.

2. Value of R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.803 ^a	.645	.612	.377	.645	19.763	9	98	.000

- R Square value of 0.645 signifies 64.5% of the total variation in satisfaction level can be explained by the independent variables.

3. Significant Predictors

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.379	.255		5.417	.000
	Reliability of information	.151	.069	.182	2.206	.030
	GetMyUni as a Brand	.172	.051	.240	3.358	.001
	Interactivity(the degree to which navigating through the website is amusing)	.193	.050	.342	3.831	.000
	Time taken to load pages in the website	-.108	.053	-.135	-2.042	.044
	Website's appearance or site's structure	.037	.052	.060	.705	.482
	Volume of information (number of colleges and courses covered)	-.004	.053	-.006	-.083	.934
	Helpful Advertisements	-.078	.053	-.126	-1.467	.146
	Availability of Features like exam score calculator, college/course comparison etc.	.092	.054	.144	1.697	.093
	Bias Free information	.182	.042	.304	4.328	.000

a. Dependent Variable: overall how satisfied are you with GetMyUni's website?

- Attributes for which the significance level is less than 0.10 can be called as the significant predictors for the dependent variable which is the satisfaction level.

Hence, the significant predictors are – Reliability, Brand name, Interactivity, time taken to load pages, and bias free information.

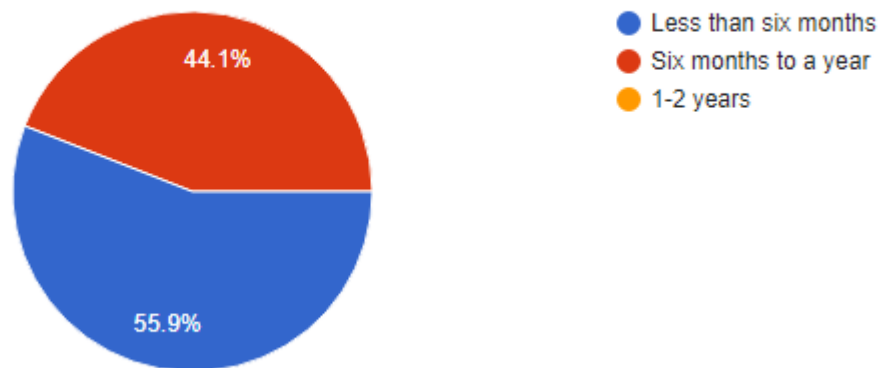
Therefore the satisfaction level in the form of regression equation is:

$$Y(\text{satisfaction level}) = 1.379 + 0.151X_{\text{reliability}} + 0.172X_{\text{brand}} + 0.193X_{\text{interactivity}} - 0.108X_{\text{time to load pages}} + 0.182X_{\text{bias free inf.}}$$

To assess the quality of service offered by the company

Years of association with GetMyUni:

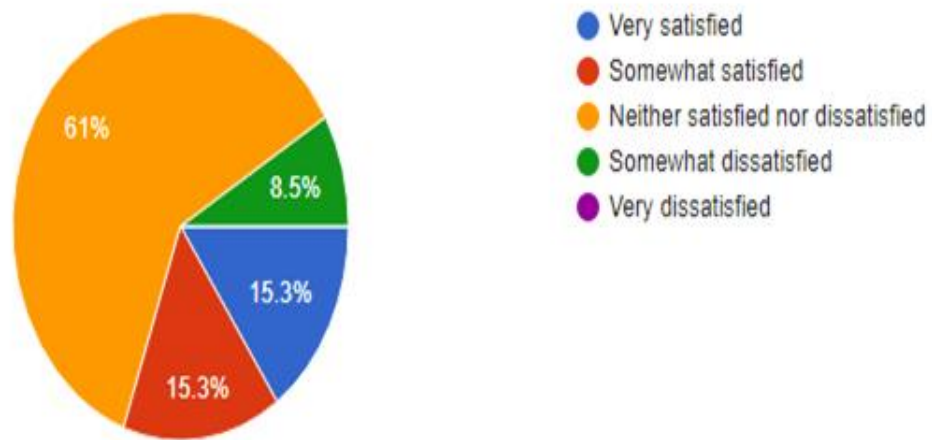
59 responses



- Almost 44% of the respondents are GetMyUni's clients since the last six months to a year, and the rest have been associated with the company since the last less than six months.

Overall satisfaction with GetMyUni's services:

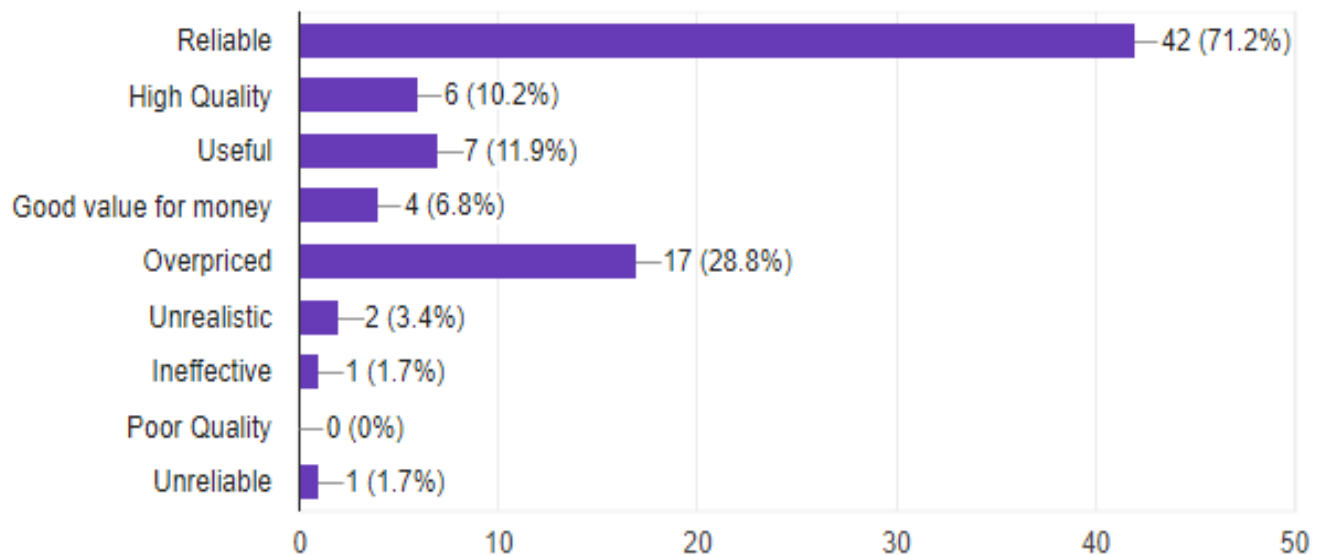
59 responses



- 61% of the respondents were neutral in terms of satisfaction level. 15.3% of the respondents were very satisfied with the services. However, 8.5% of the respondents were dissatisfied with the services.

Words that clients would use to describe GetMyUni's services:

59 responses

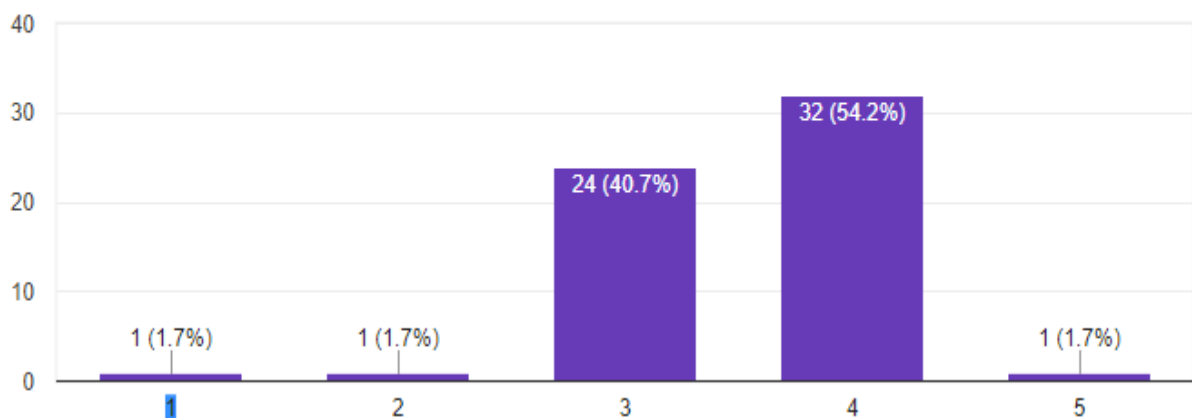


- 42 respondents think that GetMyUni's services are reliable. However, 17 respondents think that services are overpriced and 2 think the services are not reliable.

Ratings of different attributes of GetMyUni's services:

Reliability

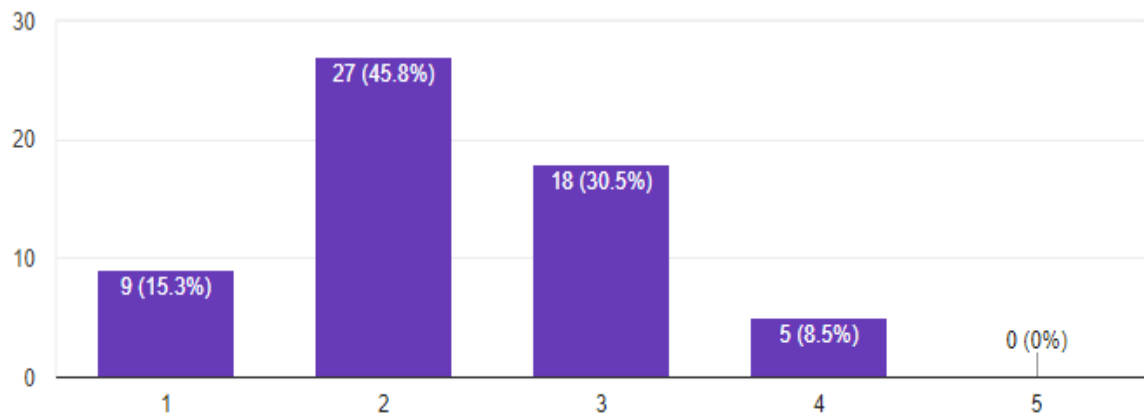
59 responses



- GetMyUni scored pretty well in reliability score. Most of the respondents think services are reliable.

Timely service

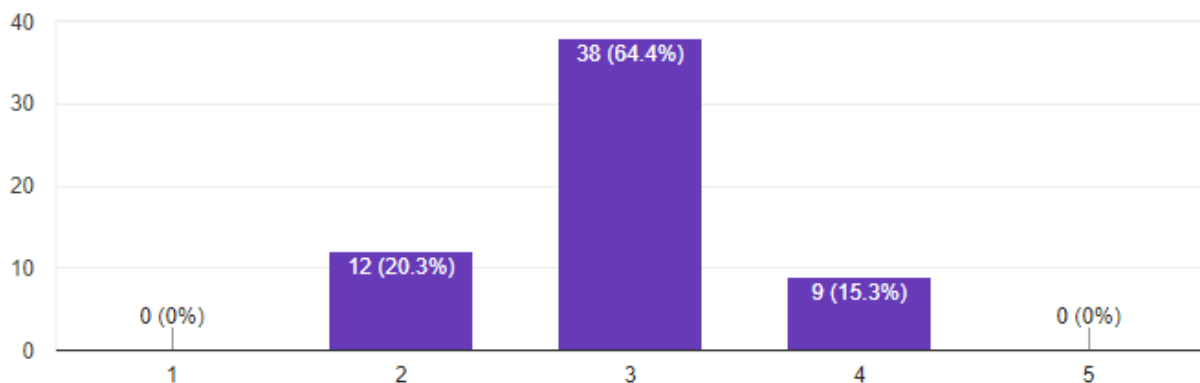
59 responses



- The average rating for timely service is between 2 and 3 which shows that the company has so far failed to provide timely service to its clients.

Conversion Rate

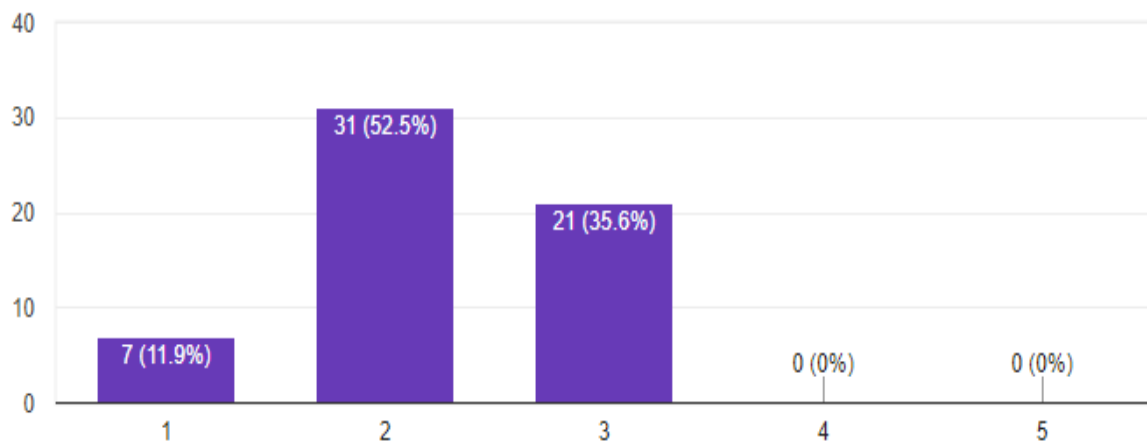
59 responses



- The conversion rate of the leads generated looks average. The average rating lies between 2 and 3. This is directly related to the quality of leads generated by the company since leads which are not converted to sales for colleges are the ones which are of poor quality.

Price

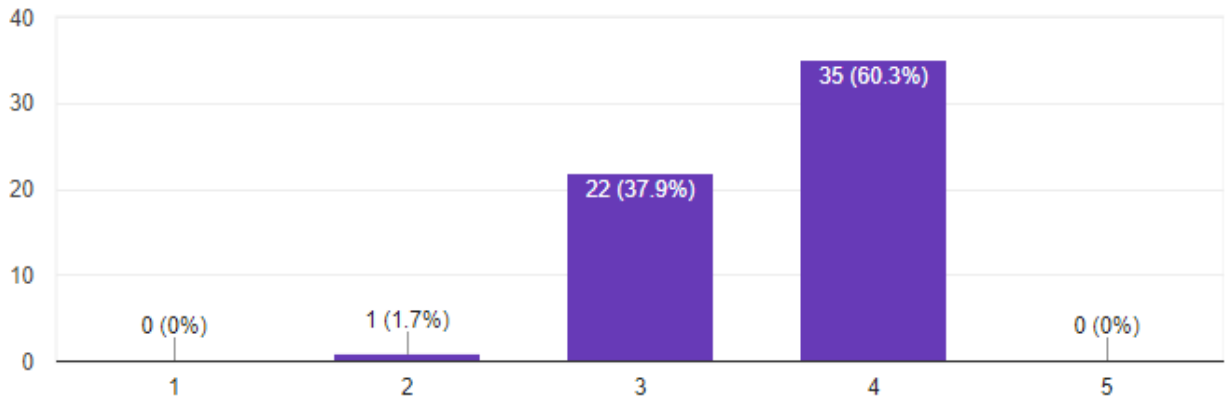
59 responses



- Most of the respondents (around 70%) feel that the price is not satisfactory or the services are overpriced.

Communication(pitching services)

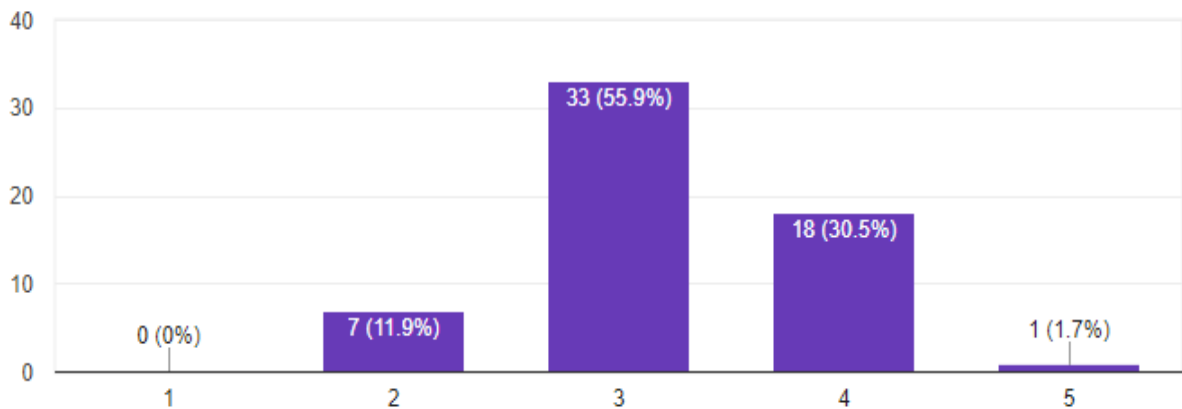
58 responses



- The company's communication with its clients looks satisfactory

Overall Quality of Leads generated

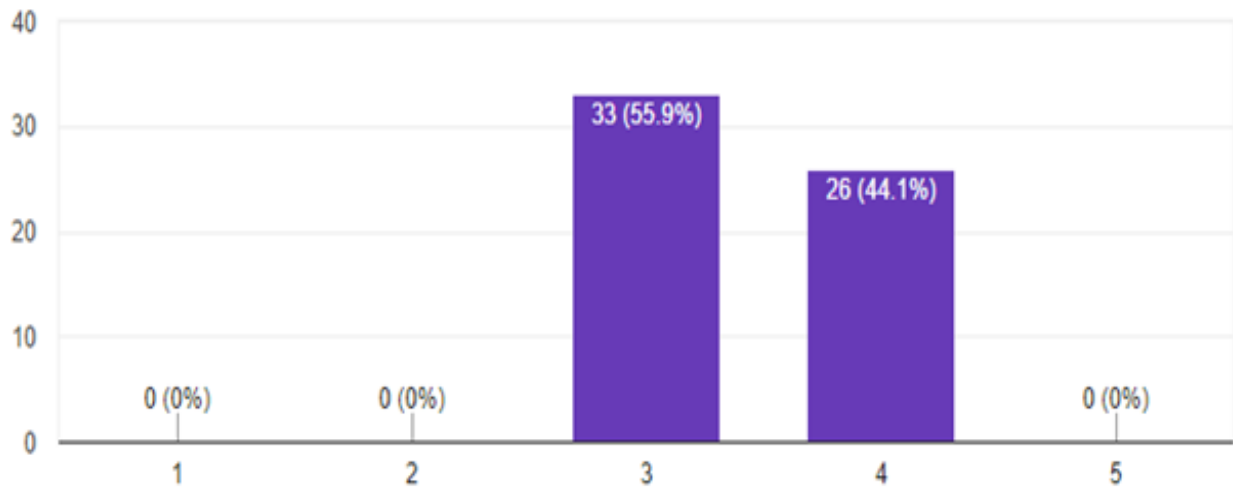
59 responses



- The company needs to improve the quality of leads generated as is clear from the above data. Almost 70% of respondents do not feel satisfied with the quality of leads generated.

Likelihood that clients would recommend GetMyUni to others:

59 responses



- Around 44% of clients feel positive about recommending GetMyUni's services to others. This shows there is a positive word of mouth for the company.

RESULTS

- 1.** The major attributes of the website that affect the satisfaction level of students are – Reliability, Brand Name, Interactivity, Bias free information, and time taken to load pages.
- 2.** Reliability, brand name, and interactivity are the top three attributes that students look for when they access an education portal.
- 3.** GetMyUni's score in brand name and interactivity is not satisfactory, which means students feel the company has a poor brand image, and the website is not interactive enough.
- 4.** In terms of satisfaction level, only around 30% of the clients who responded were satisfied with the services of the company.
- 5.** 42 respondents out of 59 said they would use the word reliable to describe GetMyUni's services. However, 17 respondents think that services are overpriced and 2 think the services are not reliable.
- 6.** Of the different attributes that were taken to access the quality of services, the ratings were poor for timeliness of services and price.

LIMITATIONS

Lack of Literature on subject matter of educational web portals is the limitation of the study.

Small sample size to access the quality of services is the limitation of the study.

Convenience and judgement sampling do pose an error of data bias.

RECOMMENDATIONS

1. Company needs to enhance interactivity in the website that is it should try and make navigation through the website more amusing;
2. The results of the survey suggest that the visibility of the company among students is low (brand image). Therefore, the company should work on enhancing its visibility among students.
3. The results of the survey suggest that the majority of the clients are not satisfied with the services, the major reasons behind which are untimeliness of services and price. Therefore, the company needs to change its pricing strategy, and become more efficient in terms of delivery of service.

KEY LEARNINGS

1. A clear picture of how a start-up functions
2. A good understanding of education web portals' operations.
3. A good understanding of how important are customers and clients to a company

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Annexure

Survey on Customer Perception of GetMyUni

We are conducting a survey on GetMyUni. Kindly give a few minutes of your valuable time and help us out by taking this survey

* Required

1. Age(years) *

Mark only one oval.

15 - 20

☐

21 - 26

☐

27 - 30

☐

Above 30 years

☐

2. Highest Qualification

** Mark only one oval.*

Higher Secondary

☐

Graduate

☐

Post Graduate

☐

Doctrate

☐

Other:

☐

3. Field of study *

Mark only one oval.

Engineering

☐

MBBS

☐

Sciences

☐

Arts

☐

Commerce

☐

Design

☐

LLB

☐

Medicine

☐

Management

☐

Education

☐

Fashion

☐

Other:

☐

4. **Do you prefer visiting various websites to gather information about colleges and courses?**

Yes

☐

No

☐

Rate the following attributes of GetMyUni's website:

1 being Very Poor and 5 being Excellent

1. Reliability of information *Mark*

only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

2. GetMyUni as a Brand

Mark only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

3. Interactivity(the degree to which navigating through the website is amusing) *Mark only one oval.*

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

4. Time taken to load pages in the website

Mark only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

5. Website's appearance or site's structure

Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

6. Volume of information (number of colleges and courses covered) *Mark only one oval.*

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

7. Helpful Advertisements *Mark only one oval.*

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

8. Availability of Features like exam score calculator, college/course comparison etc . *Mark only one oval.*

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

9. Bias Free information *Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Overall how satisfied are you with GetMyUni's website? *Mark only one oval.*

<input type="radio"/>	Very satisfied
<input type="radio"/>	Satisfied
<input type="radio"/>	Neutral
<input type="radio"/>	Dissatisfied
<input type="radio"/>	Very dissatisfied

11. Do you read the emails sent to you about various colleges and courses? *Mark only one oval.*

<input type="radio"/>	Yes
<input type="radio"/>	No

12. If yes, how would you rate the quality of emails sent to you? 1 - Very Poor, 5 - Very Good

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Survey for assessing the service quality

We are conducting a survey to assess the quality of services offered by GetMyUni.
Kindly give a few minutes of your valuable time and help us out by taking this survey.
Tell us if you are satisfied with our services!

* Required

1. How long have you been a client of GetMyUni? *

Mark only one oval.

Less than six months

☐

Six months to a year

☐

1-2 years

☐

2. Overall, how satisfied or dissatisfied are you with our services? * *Mark only one oval.*

Very satisfied

☐

- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

3. Which of the following words would you use to describe our services? *

Check all that apply.

- ☐ Reliable
- ☐ High Quality
- ☐ Useful
- ☐ Good value for money
- ☐ Overpriced
- ☐ Unrealistic
- ☐ Ineffective
- ☐ Poor Quality
- ☐ Unreliable
- ☐ Other: _____

Rate our services on the following attributes

1 - Very Poor, 2 – Excellent

Reliability

Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Timely service

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Conversion Rate

Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Price

Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Communication (pitching services)

Mark only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Overall Quality of Leads generated

Mark only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

How likely is that you would recommend our offerings to others? 1

- Not at all likely, 5 - Extremely likely,

Mark only one oval.

1 2 3 4 5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------
