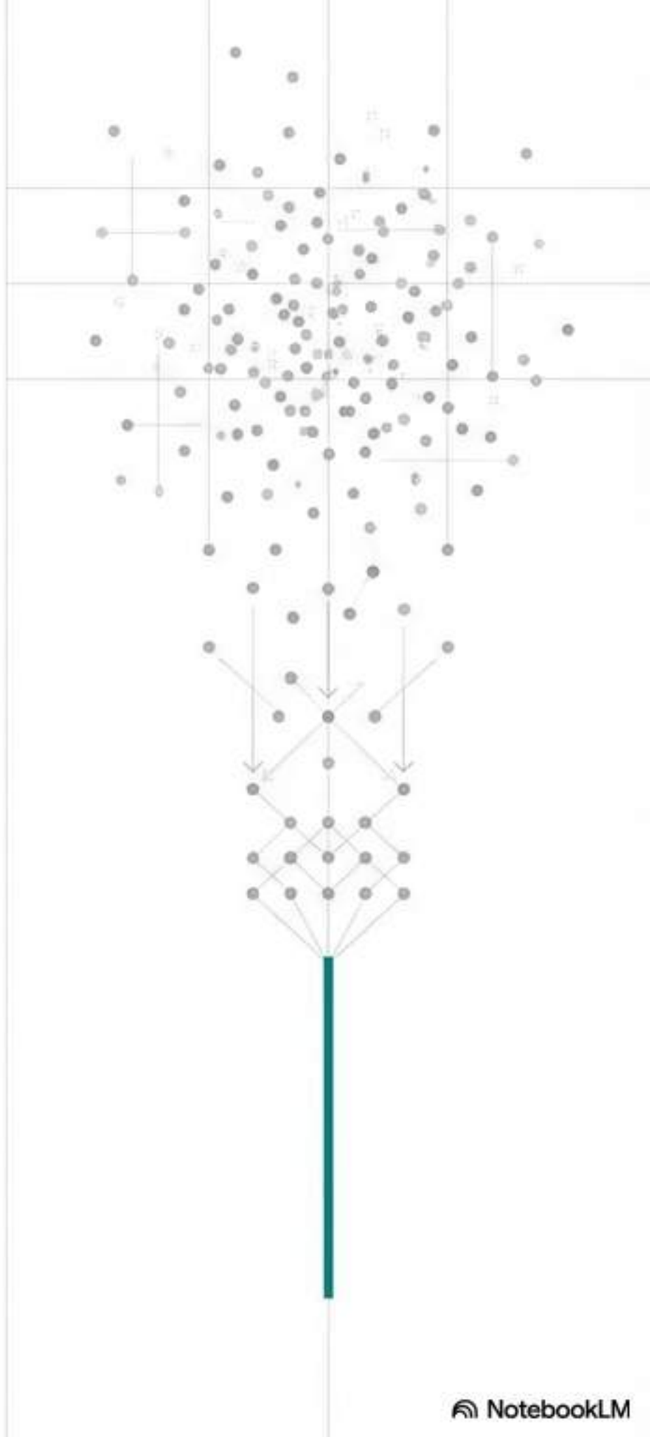
Revamping the Post-Sales Learning Journey at Skill-Lync

A diagnostic case study on improving student retention through data-driven mentorship optimisation.

Case Study | Product Management & UX Research



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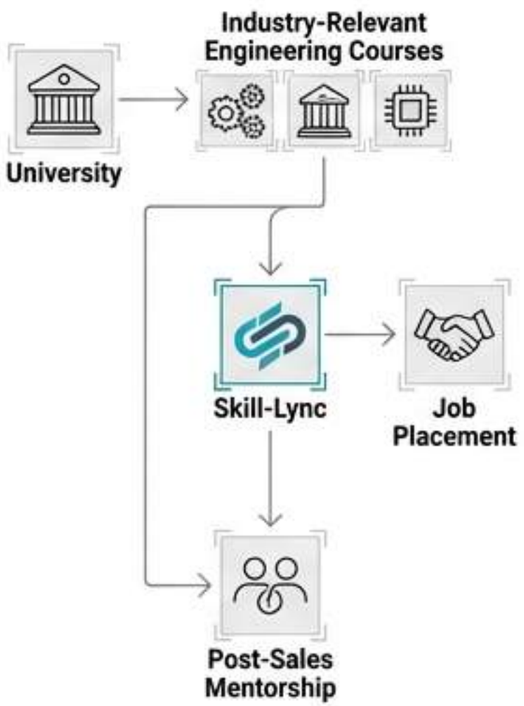
Executive Summary

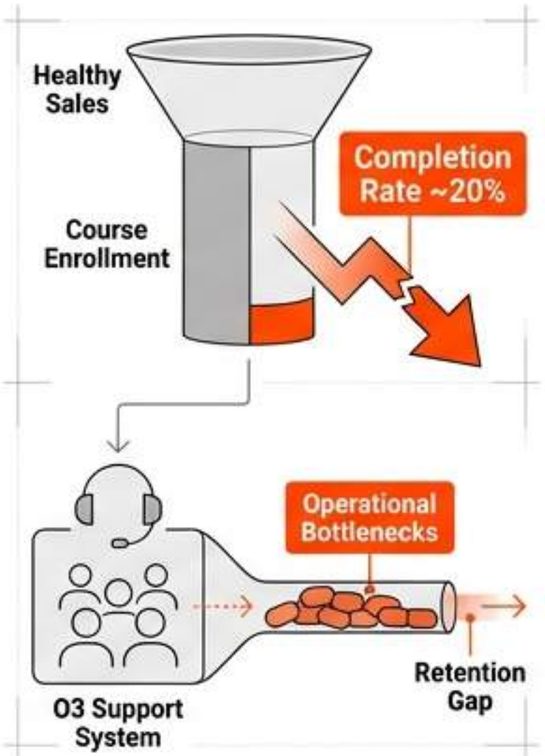
Context

Skill-Lync offers industry-relevant engineering courses (Mechanical, Civil, CSE) focused on job placement. The model relies heavily on post-sales mentorship.



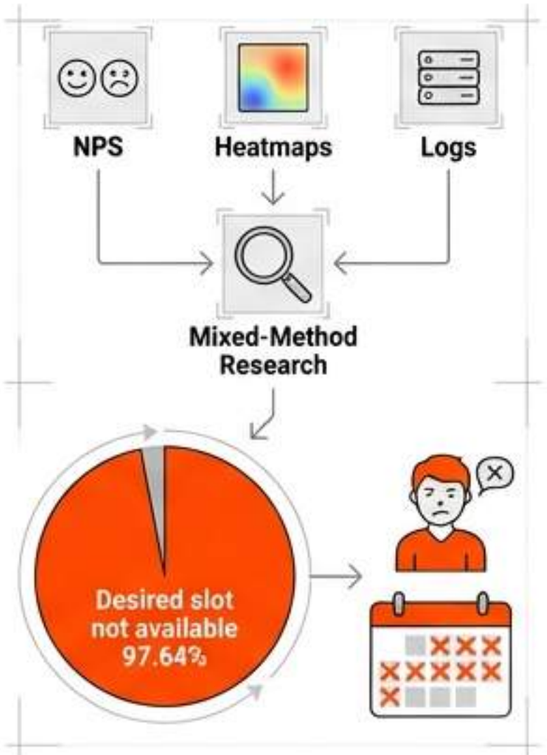
The Challenge

Despite healthy sales, course completion rates hovered at ~20%. Operational bottlenecks in the 'One-on-One' (O3) support system created a retention gap.



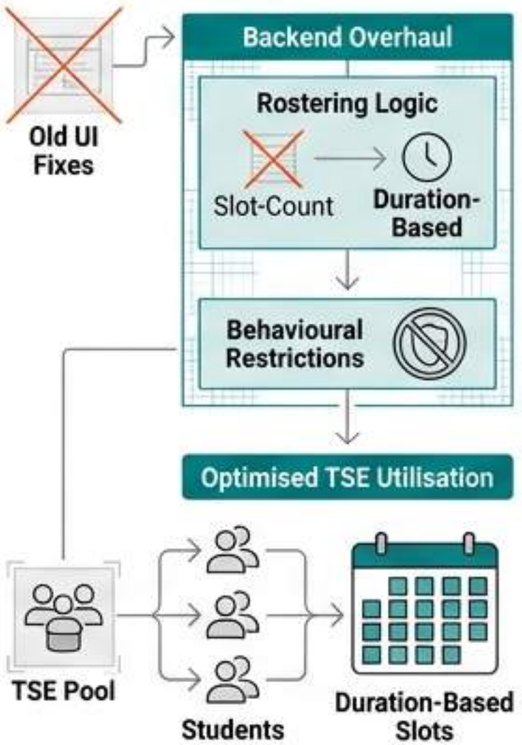
The Diagnosis

Mixed-method research (NPS, Heatmaps, Logs) pinpointed the friction: 97.64% of students reported 'desired slot not available' for mentorship.



The Solution

Moved beyond UI fixes to overhaul backend rostering logic (slot-count to duration-based). Introduced behavioural restrictions to prevent slot hoarding.



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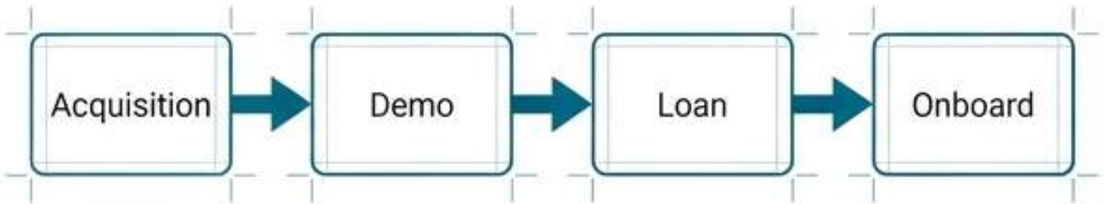
Clinical Precision meets Architectural Blueprint

The Starting Point: Rapid Growth Meets Operational Chaos

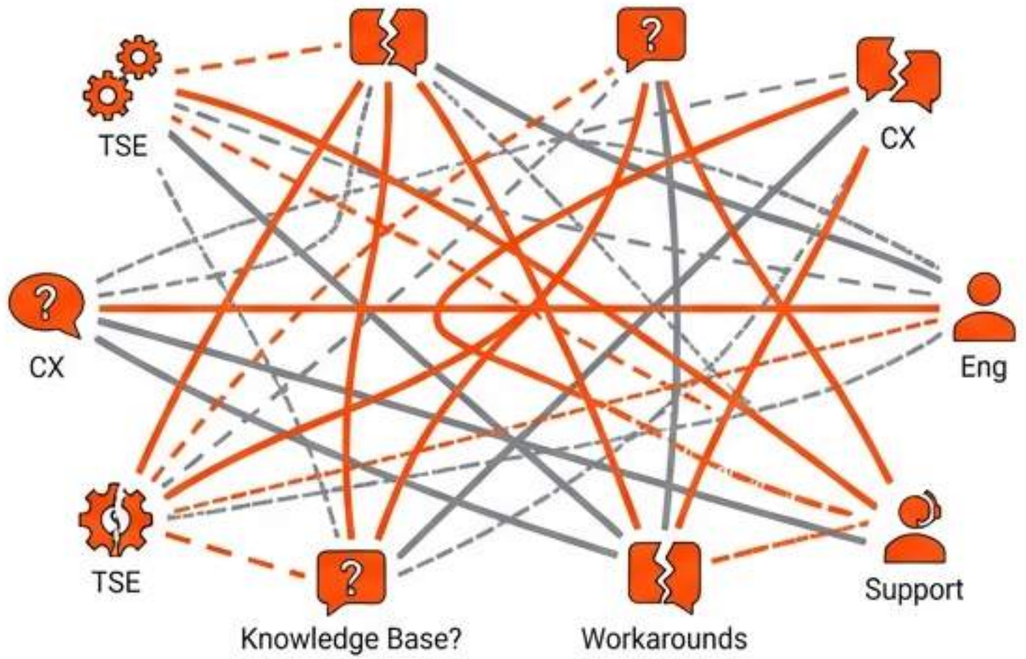
Pre-Sales (Acquisition)



Highly structured focus on sales targets.

The Documentation Void

Post-Sales (Support & Retention)



Siloed teams (TSE, CX, Eng), no documentation, and 'tribal knowledge' workflows.

Stabilisation Strategy: Established weekly alignment calls and 'Release Minutes' to force transparency across silos.

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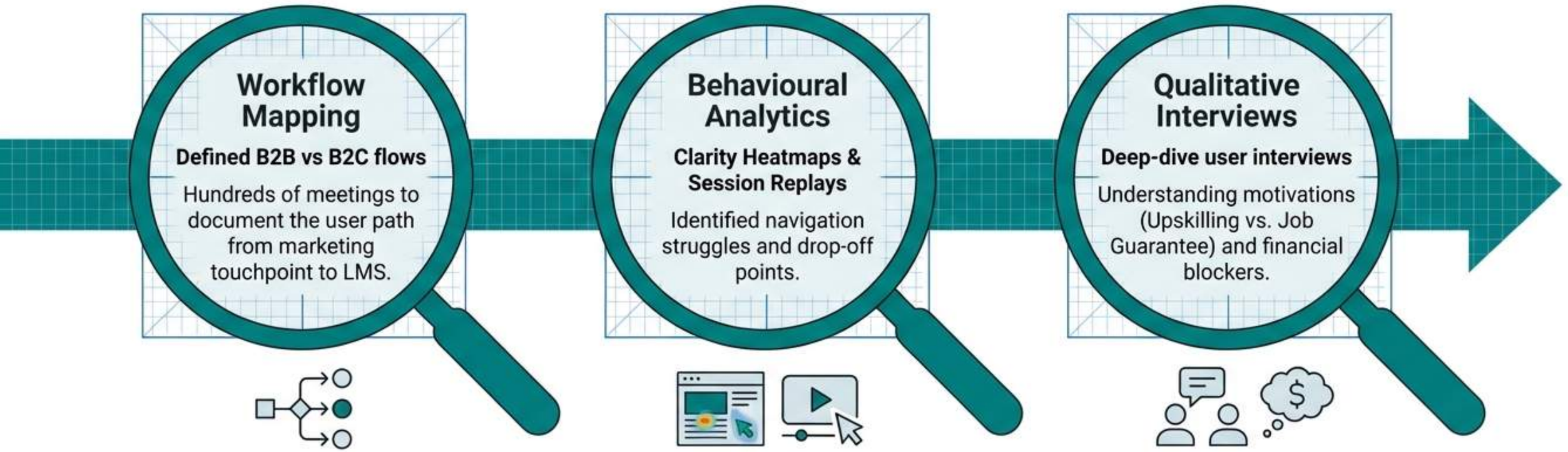
Phase 1: Mapping the Terrain

A mixed-method research approach to document the undocumented user journey.



"Key Question: Why do students drop off after completing only 3 courses?"

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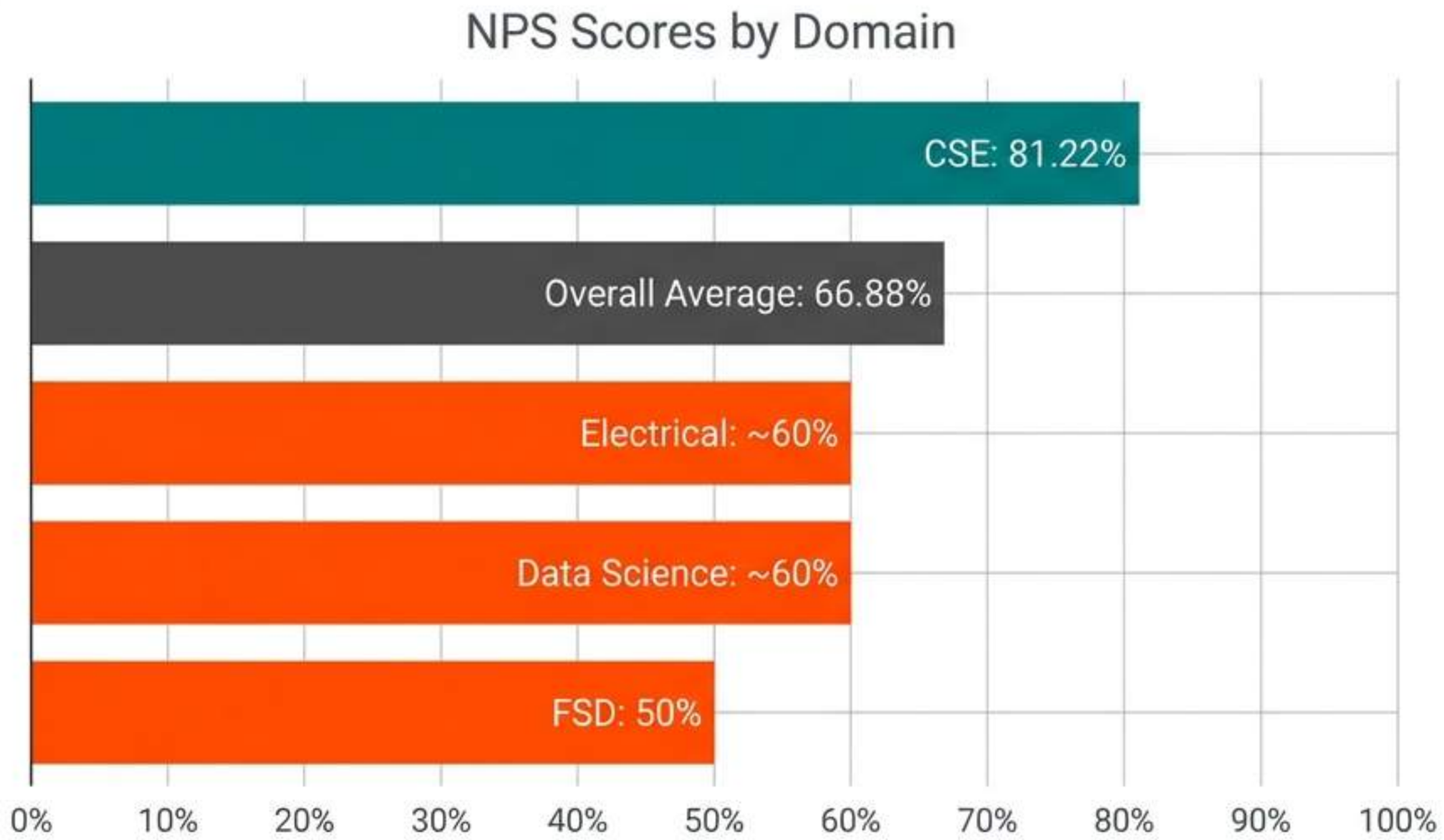
The Quantitative Signal: NPS Analysis



Key Insights

The Promoter View (60%): "Instructor's approach with real-world examples was good." Promoters value technical depth.

The Detractor View: Frustrated by delivery. “Theory and practice didn’t go hand in hand.” “No proper doubt clearing.”

High variance between domains suggests the issue isn’t just content, but service delivery.

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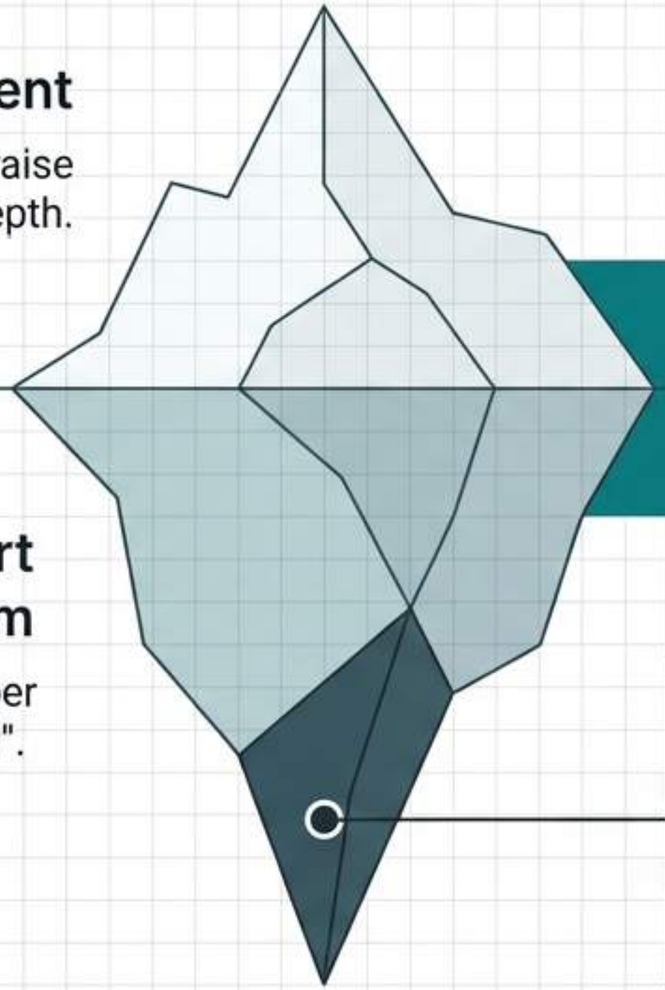
Diagnosing the Drop-off

High Quality Content

Promoters praise technical depth.



Broken Support System

Detractors cite "No proper doubt clearing".

Strategic Pivot:

Shift focus from Content Production to the Mentorship Ecosystem (O3).

The Critical Friction

4.27% of students explicitly cited "Unavailability of O3/Mentoring slots" as the primary reason for dissatisfaction.

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The Friction Point: The ‘One-on-One’ (O3) Experience

What is O3?

Personalised tutoring sessions (15-60 mins) for doubt clearing, projects, and career services.

The primary lifeline for student success.

Inconsistency

Notifications split between Zoom & Google Meet. No calendar integration.

Dead Ends

System Error: ‘A slot marked unavailable cannot be marked available’.

Context Switching

Students book ‘General Doubt’ but ask complex project questions. Time wasted.

No Feedback

No mechanism to rate sessions or log outcomes.

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The Data of Disappointment

97.64%

Reported ‘Desired Slot Not Available’

6,757 incidents in May alone.

~29%

Session No-Show Rate

63% Student fault / 18% Agent fault.

16%

Hoarding Behaviour

Active students booking 6+ slots/month, often unattended.

~31%

Average TSE Utilisation

Staff were underutilized while students couldn’t find slots.

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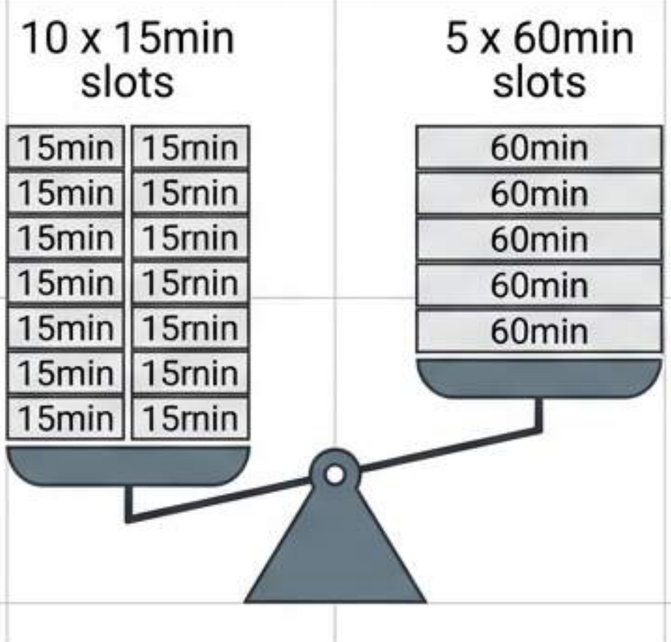
Root Cause Analysis: Why the System Failed

Part 1

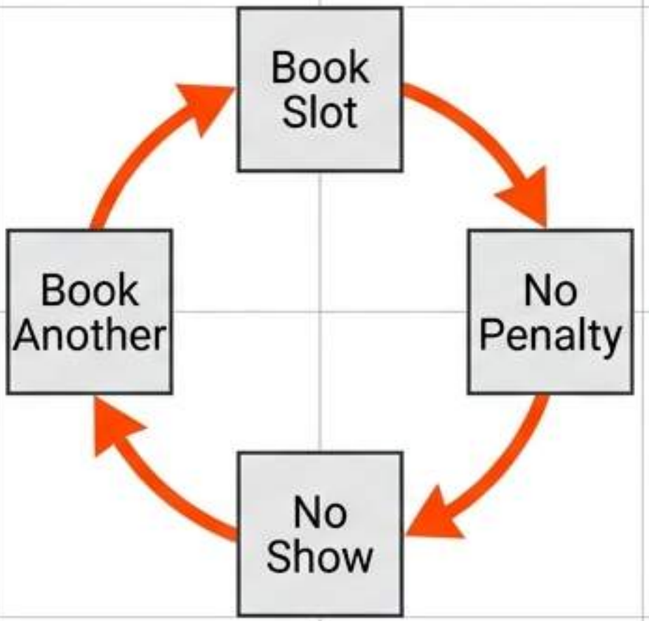
The Logic Flaw



Rostering looked at SLOT COUNT, not DURATION. Agents with short slots appeared "busier" than those with long slots.

Part 2

The Hoarding Loophole



No consequences for missing sessions led to 16% of students hoarding inventory.

Part 3

Process Gaps

Dead Air: 32% of 30-min sessions finished in 15 mins. No mechanism to reclaim lost time.

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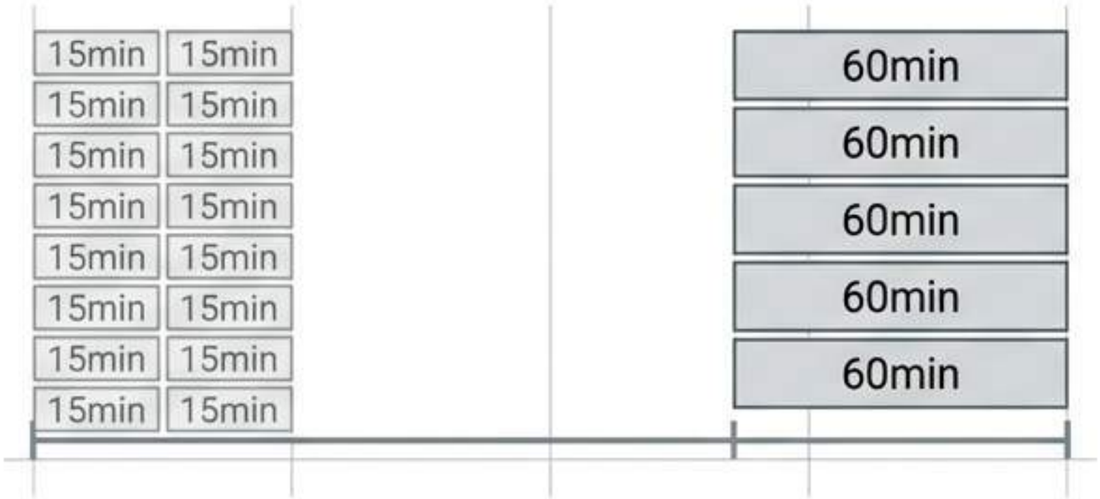
Solution Phase 1: The Logic Overhaul (P0 Priority)

Optimising the backend engine for fair distribution.

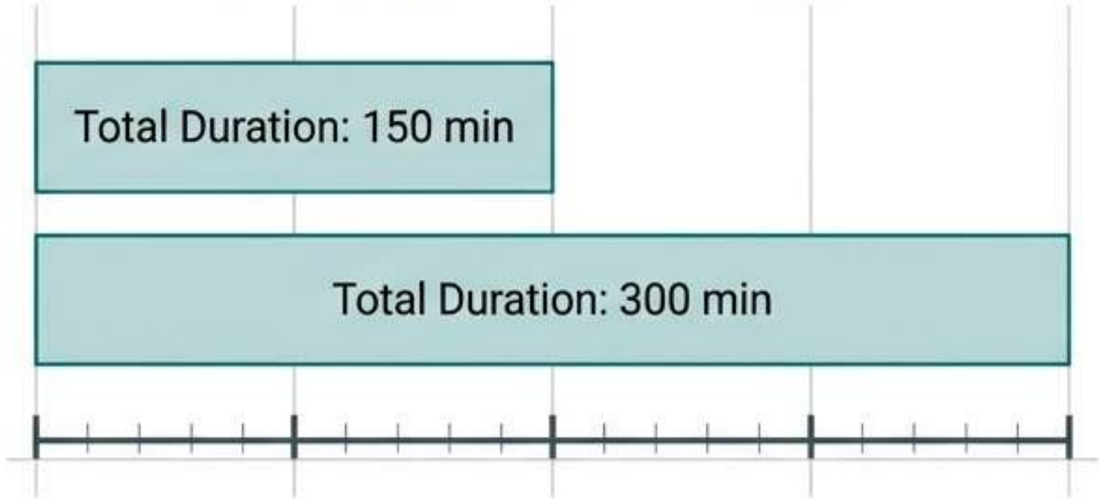
Before & After

Old Logic: Count Based



Uneven distribution. High idle time.

New Logic: Duration Based



Load balancing based on minutes. Maximises availability.

- Fixed the ‘Dead End’ bug: Agents can now unmark ‘unavailable’ slots to release inventory.
- Visibility: Corrected code to ensure grouped courses appear in rostering.

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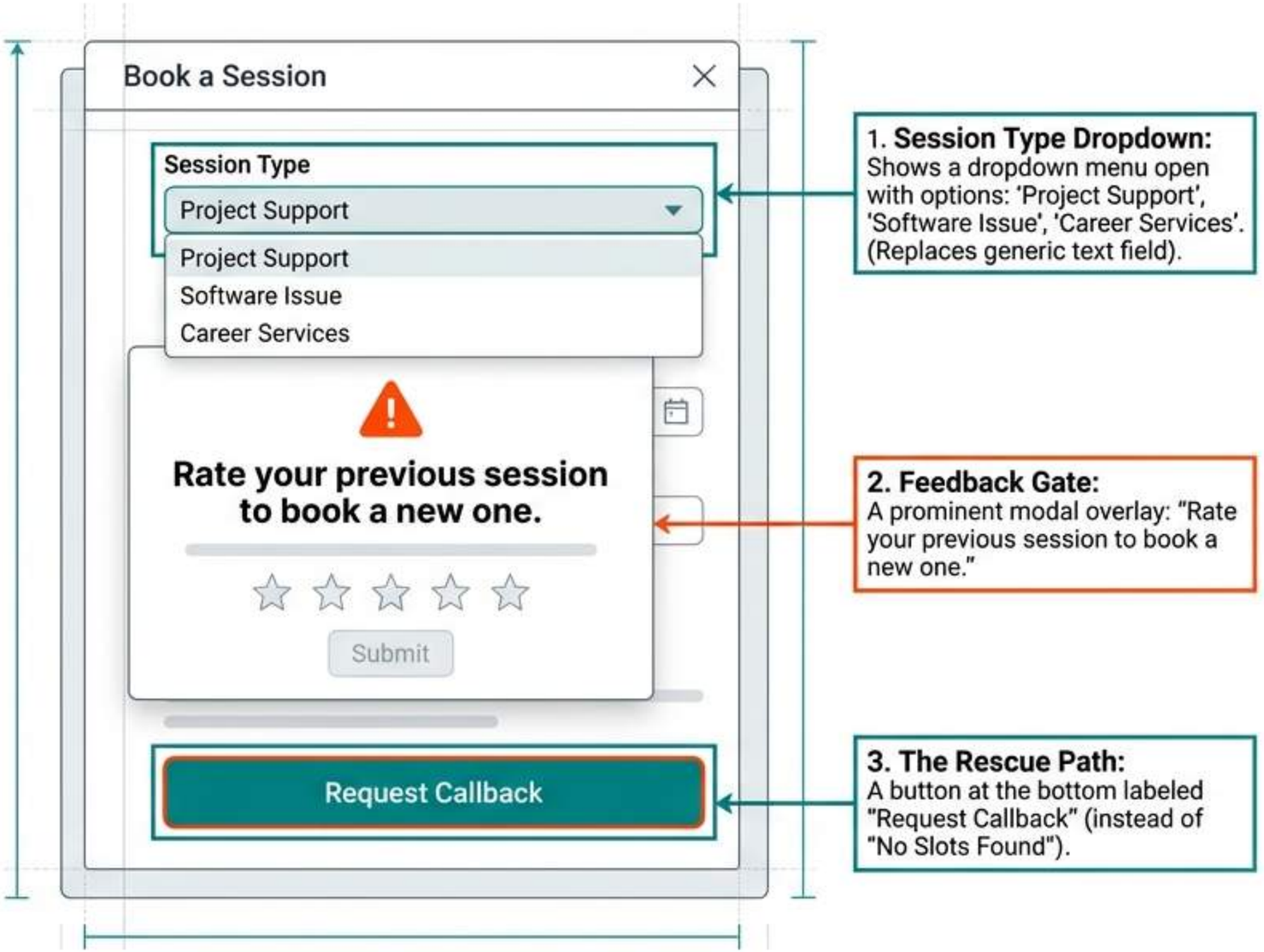
Solution Phase 2: Enhancing the User Interface



Goals: Helvetica Now Display

- Enable agent preparation, gather performance data, and eliminate dead-ends.
- Roboto

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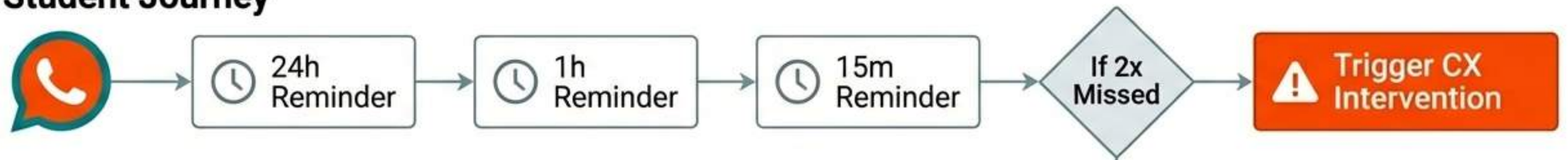
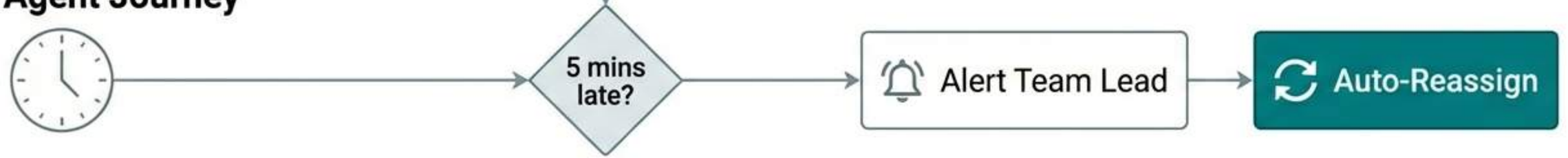
Solution Phase 3: Maximising Utilisation

Implementing a robust ‘No-Show Prevention’ system and addressing hoarding behavior.

Student Journey



Agent Journey



Hoarding Prevention (Soft Restriction)

If (Booked Time > 60m) **AND** (Attendance = 0) → Block Self-Booking

Result: Must contact Support to override.

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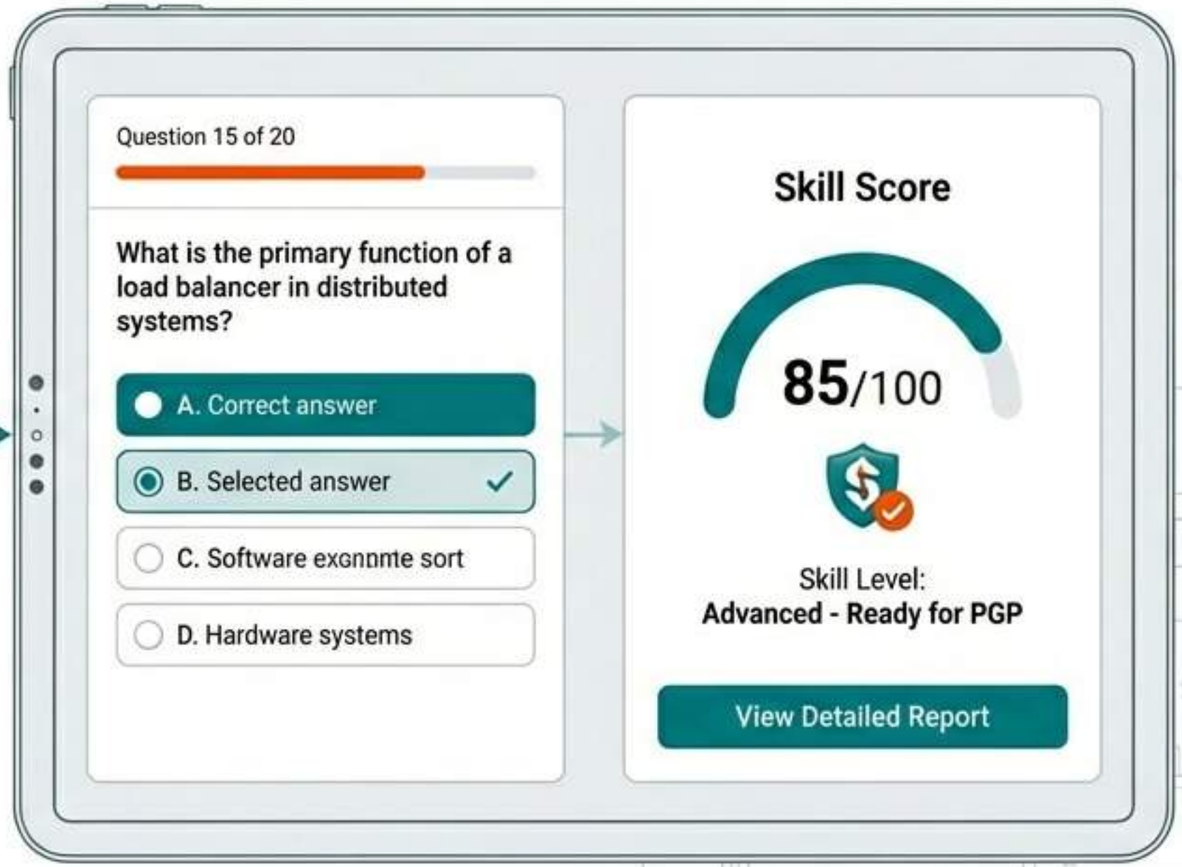
Parallel Initiative: Student Assessment Test (SAT)

Ensuring the right students enter the programme (Quality In = Quality Out).

- **Context:** ⚠️ High dropout rates often stem from mismatched entry skills.
- **Action:** ⚙️ Redesigned entrance assessment to evaluate capability before PGP purchase.
- **Output:** 📈 Delivered research flows and high-fidelity prototypes (Figma) to standardise intake quality.



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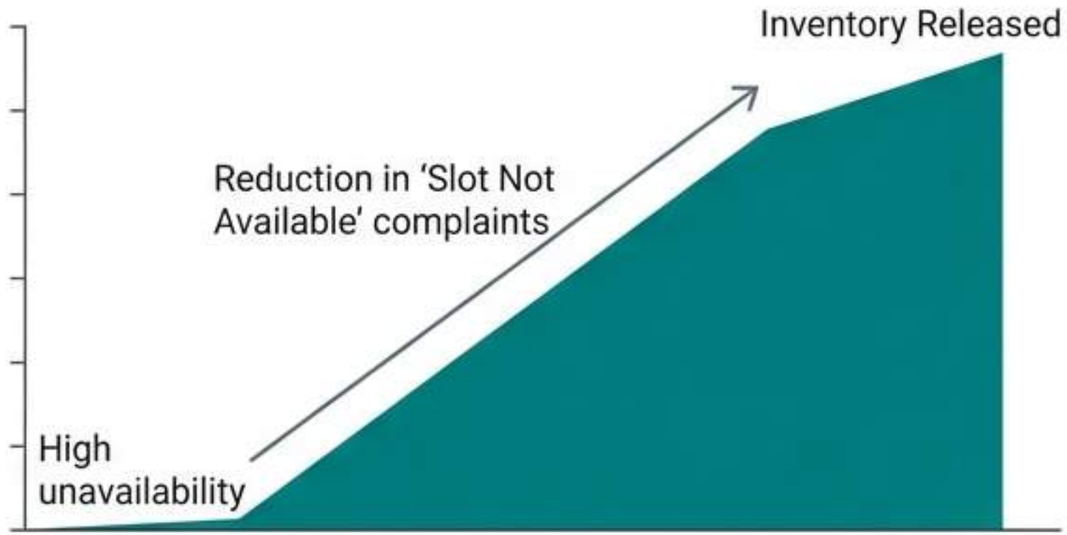
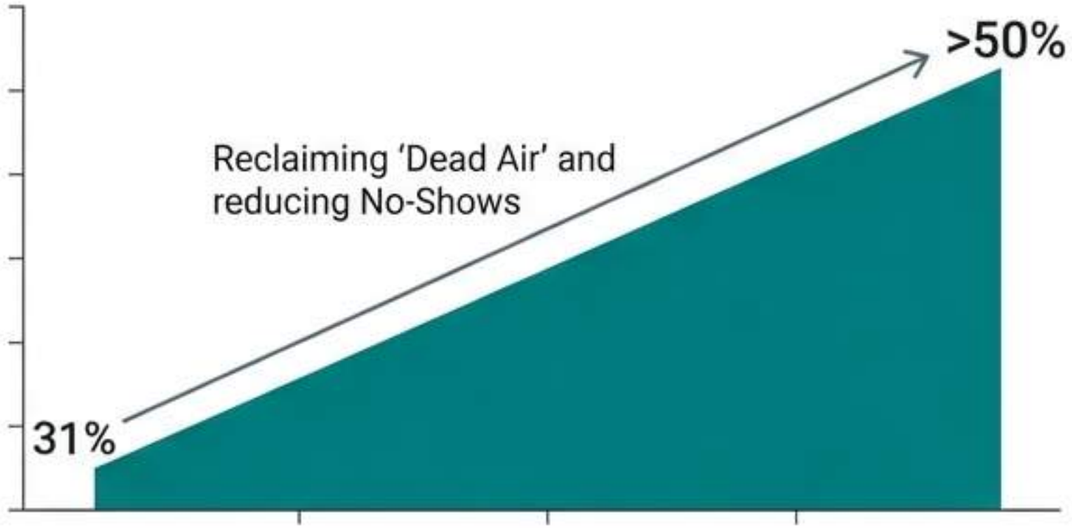
Projected Impact & Future State

Service Availability



TSE Utilisation



Deliverables

- High-Fidelity Figma Prototypes
- Standardised Release Minute Templates
- Documented Rostering Logic

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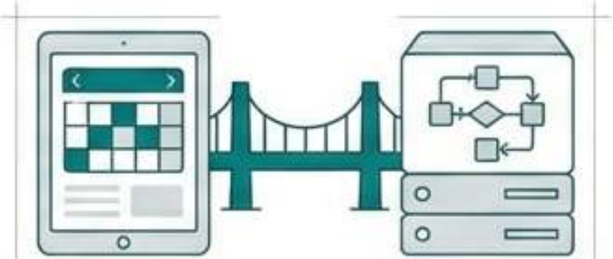
Key Learnings

Documentation is Vital

Stabilising a high-growth team required moving from ‘tribal knowledge’ to documented workflows. We cannot optimise what we have not defined.

Data Over Opinion

Meetings suggested resource shortages, but heatmaps and logs revealed logic flaws and hoarding.
Quantitative forensics were essential.



Holistic Problem Solving

A UI fix (better calendar) could not solve a backend logic problem (slot counting). Design and Engineering must solve the ecosystem together.

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