**Key Insights**

* Evaluation was performed from 16th February- 27th February 2024
* Any metric less than 80% or less is marked for improvement
* Average evaluation score comes at 85.27%
* Web enquiry contributes to maximum of business enquiries
* Quality of classroom is very well maintained
* Indore, Lucknow, New Delhi, Pune, Hyderabad and Jaipur contribute to good amount of customer response.
* Madhya Pradesh is the best performing state.
* West region is the best performing region, North being next and South the last
* East region needs more focus in business development
* Maximum number of outlets are company owned
* NEET comes 1st and JEE 2nd in terms of enquiries with marginal difference
* Customer traffic is more on weekends with Saturday being the maximum
* Average time of visit is in afternoon from 14:00hr-15:00hrs
* Inquiry response needs drastic improvement with response time going >90mins
* Less inquiry response also amounts to less response satisfaction
* Maximum locations are easy to access with convenience to disabled
* Almost all location are guarded with proper markings throughout
* Visitor log are maintained at all locations
* Tv screens are present at maximum locations but need to be operational as well
* Reception needs improvement and optimization
* Sales team is performing good and can still go beyond
* Payment terms & conditions are well explained at all locations
* Entrance selection commitments are not given at maximum locations which needs attention to further planning
* Class washroom, cafeteria and restrooms are very well maintained
* All centers adhere to strict safety protocols
* Follow up with regards to enquiry is poor and needs swift attention
* Reception needs the maximum improvement in terms of quality while sales comes next