MBA (FULL TIME) 2020-22
FINAL REPORT

Summer Internship 2021

Individual Assignment on

"ApplyBoard"

Submitted to: Prof Khyati Desai

Name: Rashi Jain

Roll number: 201238

Batch: MBA FT (2020-2022)

Acknowledgement

ApplyBoard provided the ideal internship opportunity for any Marketing student. It introduced me to a whole new world of marketing, research, and analysis. I consider myself fortunate to have had this opportunity. This internship has truly prepared me for a job and taught me a lot. Thus, I would like to thank Mr. Karunn Kandoi, Head of Business Operations, India, first and foremost for providing me with this opportunity; the experience gained there will be extremely beneficial in guiding me in any future roles.

I'd like to thank Mr. Sunny Dixit, my ApplyBoard mentor, for taking me under his wing despite his busy schedule and for guiding me.

I would not have learnt as much or gained as much exposure if it hadn't been for him.

I'd want to express my heartfelt gratitude to every ApplyBoard employee for their inspiring leadership and insightful guidance, which were extremely beneficial to my project both practically and theoretically. This open door is a significant milestone in my professional development. I will attempt to make the best use of acquired abilities and information, and I will continue to work on their advancement in order to achieve desired career objectives.

DECLARATION

I, Rashi Jain, hereby declare that this project titled "Operations" submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Mr.Sunny Dixit, ApplyBoard and Prof. Khyati Desai my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

SUMMER PROJECT REPORT 2021: Operations

AUTHOR OF THE REPORT:	Rashi Jain
SUBMITTED TO:	Institute of Management, Nirma University, Ahmedabad
COMPANY NAME & ADDRESS:	ApplyBoard Unit No. 304-305, Spaze I -Tech Park Tower B4, Sector 49, Sohna Road Gurgaon Gurgaon HR
DATE OF REPORT:	12rth July 2021
SUBMITTED TO:	Prof. Kayati Desai
PROJECT DURATION:	April 10th May- 9th July 2021
CORPORATE MENTOR:	Sunny Dixit

EXECUTIVE SUMMARY

This report is a summation of my internship at ApplyBoard which is a Canada Based company. I interned at ApplyBoard from 10th May 2021 to 9th July 2021. As a management trainee, I was part of the Operations team who was responsible for conducting a market research project.Initially we were asked to analyse the competitors of ApplyBoard and do the analysis of this industry.Furthermore,we had to make calls and collect the required information to the students, recruitment partners and agents.

As Market research analysts conduct research and data collection to assist an organization in marketing its goods or services.One of your first responsibilities was to sketch out the essential phases, tasks, and milestones of our research project. These three things, when combined, constitute the foundation of the project plan. Many experts understand phases as collections of activity.

Market research analysts we had to interpret the data for their client and can forecast future trends. Then we will also be asked to Keep track of and forecast marketing and sales patterns. The various tasks we will be assigned were Analyze the efficiency of marketing campaigns and tactics,Create and test data collection methods such as surveys, phone calls, and so on,Collect information about customers, rivals, and market conditions,Analyze the data that has been gathered ,Convert complex data and observations into easily understood charts, graphs, and written papers. Prepare reports and present findings to clients and upper management. create maps, graphs, infographics, and other visual aids to present the findings of their study. Market research analysts analyze market dynamics to determine the future sales of a product or service. They assist businesses in determining the goods customers want, who will purchase them, and at what price.

We had to follow each and every step to proceed with our research.We created the objectives and the questions to be asked to different students, potential recruitment partners and sub-agents.We had to make calls to all the potential people whom we could get our information from then analyse the data collected.After analysing the data we had to make a report and draw a conclusion for the companies further strategies so that we could present the same in front of the higher authorities of the company.

About the company

ApplyBoard enables students all around the world to gain access to the greatest education by streamlining the study abroad search, application, and acceptance process to over 1,500 universities in Canada, Australia, the United States, and the United Kingdom. Since 2015, ApplyBoard, based in Kitchener, Ontario, Canada, has assisted over 200,000 students from over 125 countries with their educational pursuits.

Deloitte named ApplyBoard the fastest-growing technology business in Canada, earning first on the Technology Fast 50TM list in 2019 and second in 2020. ApplyBoard was also included to LinkedIn's Top Startups in 2020 list.

ApplyBoard announced a C$375M Series D fundraising on a C$4B valuation in 2021. This money will allow us to further invest in our technology, expand our global team, and serve more students as part of our mission to educate the globe. Thank you for taking the time to learn more about ApplyBoard. Please keep in mind that only qualifying candidates who have been chosen for an interview will be contacted.

ApplyBoard connects international students, recruitment partners, and academic institutions on a single website to simplify the study abroad search, application, and acceptance process. Founded in 2015 by brothers Martin, Meti, and Massi Basiri, we have over 1,500 partnerships with primary, secondary, and post-secondary educational institutions and work with over 7,500 recruitment partners to drive diversity on campuses across Canada, the United States, the United Kingdom, and Australia.

ApplyBoard has developed to become the world's largest online network for foreign student recruitment, supporting over 200,000 students with their educational adventures to date. Deloitte named ApplyBoard the fastest-growing technology firm in Canada in 2019, ranking first on the Technology Fast 50TM list. ApplyBoard was placed third on Linkedin's Top Startups List in Canada in 2020.

ApplyBoard has raised a total of C$600 million in investment to far. ApplyBoard was valued at C$4 billion at our most recent funding round, making us one of Canada's few unicorn firms.

In the last six years, our team has expanded dramatically

, and we now have over 1000 team members.

Introduction

ApplyBoard was ranked third on LinkedIn's 2020 Top Startups in Canada list.
Linkedin's third annual Top Startups list features ten firms that have stayed resilient in the face of adversity, attracting investment, workers, and attention.
ApplyBoard secures a C$70 million Series C funding extension and announces a collaboration with ETS More students will be able to access the best educational opportunities throughout the world thanks to a strategic cooperation with the TOEFL developer and more financing.
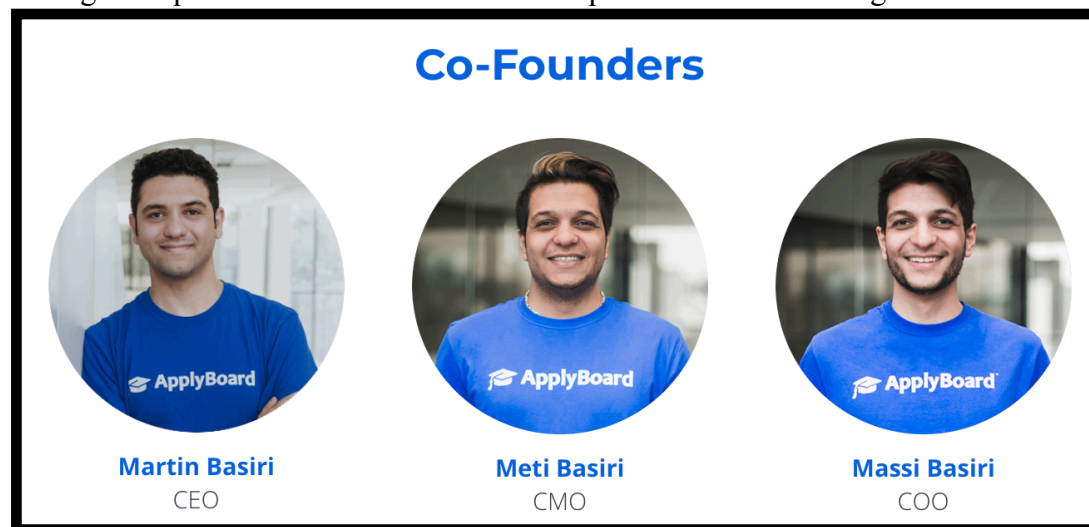
The services offered by ApplyBoard are:
- STUDENTS:Students use the ApplyBoard Platform to choose programs and apply to study at universities that best match their background and interests. Our team of professionals assists students at every step of the process, including assessing applications, ensuring all paperwork are filed, contacting with colleges, assisting with the visa procedure, and beginning their adventure overseas.

The various benefits to students for using ApplyBoard and the services provided by them are:

I.   Simple Implementation -In minutes, you may create a profile and apply to various institutions and programs.

II. Counseling for Admission -Get professional assistance with school and program selection, applications, visas, and travel.

III. 1,500 or more schools -Choose from over 100,000 programs in Canada, the United States, the United Kingdom, and Australia.

IV. Financial Advice -Discover exclusive scholarships and financial assistance opportunities.

V.   Assistance with Visas -Simplify the visa application process by consulting with a trained professional.

VI. Consistent Assistance -Receive one-on-one assistance from ApplyBoard and our 7,500+ recruitment partners worldwide.

- UNIVERSITY PARTNERS:Working with ApplyBoard provides educational institutions with access to ApplyBoard's managed network of 7,500 recruitment partners worldwide. ApplyBoard aggressively recruits students from more than 125 countries in order to add culture and variety to colleges. Before submission, ApplyBoard examines all applications to ensure that students are qualified and that submissions follow the school's criteria.

The services provided by ApplyBoard to the schools and universities that tie up with them are:

I. Increase Student Diversification -Students from over 125 countries can apply directly.
II. Get High-Quality Applications -You only receive applications that are qualified and comprehensive.
III. Recruiter Network That Has Been Approved -We work with over 7,500 vetted and certified recruiters worldwide.
IV. Document Validation -Key documents, including IELTS, are verified in-house.
V. Applicant Matching on a Flexible Platform -Only qualified students apply to your programs using our platform.
VI. New Marketing Channels -Display your school on our website, at events, and on social media.

- RECRUITMENT PARTNER:ApplyBoard collaborates with over 7,500 recruitment partners to make higher education more accessible to students. Recruitment partners can utilize the ApplyBoard Platform to handle their student applications and information while remaining up to current on application statuses. ApplyBoard submits the student's application to the school and earns commissions once the student is accepted.Our AI-powered platform allows you to locate schools that match your students' interests, apply to various programs that match their requirements, and earn lucrative commissions.Students are matched to the best university and program for them, and they can also search depending on their interests. Increase your worldwide reach to students from over 125 countries, bringing new cultures and variety to your campuses. The ApplyBoard Team examines applications to ensure that they are comprehensive and include all relevant papers. This saves you time while also verifying that applications match your admissions criteria.
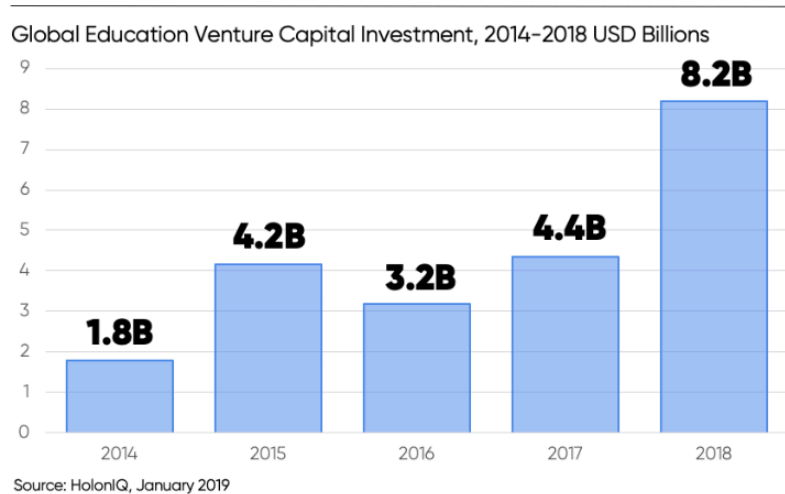
The recruitment partners also get lots of perks and benefits if they tie up with such platforms like:

- Access over 1,500 schools with over 100,000 programs in all fields of study.

- Find Programs More Quickly -Discover and apply your students' preferred programs.

- One Simple Application -Create one profile for each kid and allow them to apply to as many institutions as they want.

- Representative of Customer Service -A dedicated team that will accompany you and your students from application to arrival.

- Everything on a Computer Platform at One Place -A centralized platform allows you to manage all of your students' applications and correspondence in one place.

- Benefits and Rewards -Earn significant commissions, bonuses, and discounts to help your business expand.
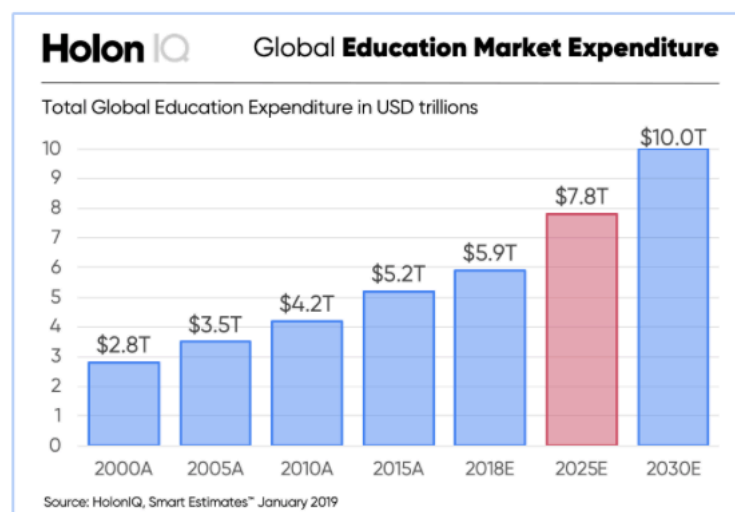
Industry Overview

Services of education consultancy from pre-school to post-school studies and vocational training are an indigenous foundation for economic development. It is a link between academia and the industry. The capacity of this industry to build expertise and creativity plays an important role in businesses that depend on their valuable human resources to ensure sustainable growth. Today, new stakeholders are entering the education area to seek attractive returns through an alternate path. With a focus on skill building tailored to change the environment, the results would be far- reaching.

Global Education Venture Capital Investment, 2014–2018 USD Billions

Source: HolonIQ, January 2019

They concentrate on delivering their services through many distribution channels and the development of specialized services for schools. Partnerships with suppliers of technology services have gained traction because of the need to build on the online distribution network.

One of the major factors responsible for the growth of the education consuting market is the increasing demand for custom learning. Students prefer personalized learning over standard education approaches because it offers access to a broad range of sources of information, such as online databases. Many players are providing solutions for personalized learning in the global education sector.

KEY TRENDS IN GLOBAL EDUCATION

Holon IQ   Global **Education Market Expenditure**

Total Global Education Expenditure in USD trillions

Source: HolonIQ, Smart Estimates™ January 2019

SWOT ANALYSIS OF APPLYBOARD:

Strengths:

- Strong network through schools and recruitment partners
- A simple and easy to understand Student applying portal
- Blog section for more insights
- Clear sections for students, Schools and RP : Thus different revenue streams
- Use of AI and big data to match the student with a list of highly correlated programs and institutions
- Greater understanding of the industry : Founders themselves experienced issues while applying abroad
- Partnership with Times Higher Education
- A free for all business model
- Large network of universities and recruitment partners
- Difficult to imitate. Sustainable competitive advantage

Weakness:

- Major revenue from RP but Revenue Increase from Student section is a bit untapped and can be dealt through Education fairs, Study brochures specific to countries, scholarships facilitation
- High reliance on recruitment partners
- Network is limited to 4 destinations
- The website is not student friendly
- Not partnered with some of the best universities

Threats:

- Dealing with Recruitment partners : profit oriented
- Students getting aware and comfortable with studying abroad : New competitors emerging to cater mass
- Situations like Covid : Reluctant of students to study across countries
- Government policies hindering : Difficulty in movement across countries
- Unfavourable govt. policies
- Changing student aspirations

Opportunities:

- A large percentage of Indian student more aware and enthusiastic about abroad studies : Therefore increasing reach to Indian students
- Apart from Canada, USA, United Kingdom, Australia : Can try expanding its school reach in other countries like Singapore, South Korea which has some good universities under them
- Untapped markets in Europe and Asia
- Domestic education market

PROJECT REPORT(TYPE I)

One of your first responsibilities was to sketch out the essential phases, tasks, and milestones of our research project. These three things, when combined, constitute the foundation of the project plan.

Many experts understand phases as collections of activity. The essential steps of your research endeavor are depicted in the diagram below.

1 Identifying your topic
2 Developing a knowledge of the topic
3 Method Selection (s)
4 Data collection and Data analysis
6 Drafting and revising
7 Preparation and submission

We had collect information on customer demographics, tastes, needs, and purchasing patterns. As Analysts we aid in determining a company's market position by studying and evaluating rivals' costs, profits, and marketing strategies. They will use this information to identify future markets, product demand, and pricing of the organisation.

Research planning includes:
• Define our research topic
• Formulate your research question
• Establish tasks and milestones
• Identify resources, such as time, money, and so on.

Working on Data:
• Research strategy
• Evaluate research philosophies
• Recognize philosophical stance
• Determine the research approach and methodology to be employed.
• Obtain ethical approval for the intended data collection.
Data gathering :
• Identify possible samples, such as individuals or organizations
• Determine how to gain access to samples

Market research analysts we had to interpret the data for their client and can forecast future trends. Then we will also be asked to Keep track of and forecast marketing and sales patterns. The various tasks we will be assigned were Analyze the efficiency of marketing campaigns and tactics,Create and test data collection methods such as surveys, phone calls, and so on,Collect information about customers, rivals, and market conditions.

The research we did included various objectives.We collected the data using google forms and made reports of the data collected to show the higher authorities of the company.

Analyze the data that has been gathered ,Convert complex data and observations into easily understood charts, graphs, and written papers.

Prepare reports and present findings to clients and upper management. create maps, graphs, infographics, and other visual aids to present the findings of their study. Market research analysts analyze market dynamics to determine the future sales of a product or service. They assist businesses in determining the goods customers want, who will purchase them, and at what price.

We had to follow each and every step to proceed with our research.We created the objectives and the questions to be asked to different students, potential recruitment partners and sub-agents.We had to make calls to all the potential people whom we could get our information from then analyse the data collected.After analysing the data we had to make a report and draw a conclusion for the companies further strategies so that we could present the same in front of the higher authorities of the company.

We had to do a mystery audit type of survey in which we to be disguised as different role-plays including:

I.   Student
II.   Sub-agent
III.   Potential Partners
IV.   ApplyBoard Research team

These three are the main and direct point of contacts to whom ApplyBoard provide services to and generates revenue by taking commission from the universities.On the other hand,students aren't charged much for the services provided to them.So the main motive of this mysterious survey was to get honest opinions and feedback about ApplyBoard,i.e where does it require improvement,complaints and the gaps which need to be met between the services provided to them and the services required by them.Moreover,this survey was required to make the strategies of the product for next 2-3 years down the line.The branding, marketing ,sales, product etc all the strategies and gaps needed to be answered by this research project.

We even got interact with the top management team from Canada and present the data collected by our research to them.Furthermore,they gave the feedback and asked to do a follow up research as well to dig deeper and find insights on their queries.

Objectives of the study

The findings which needed to be collected from the survey as role-play as a student are:

- What types of examinations must I pass in order to gain admission to international universities/ colleges?
- How do I choose a country to study in?
- What documentation do I need to study in another country? What should be the minimum requirements for admission to colleges/universities?
- What procedures do I need to take to qualify for college/university admission?
- How long will it take to complete the entire process (step by step)?
- What kind of candidates are universities seeking for in other countries?
- Which colleges/programs/countries do you recommend to students based on your previous experience?
- What are the possibilities of admission and obtaining a visa for a given college or country?
- Do you partner with others if you don't have tie up with the selected university or college?
- What are the expectations for the student if an application is to be cancelled? (refund or other options)
- We need to understand customers pain areas to provide wow experience? What are major challenges student face during pre departure and post departure journey?
- What services do you provide other than applications/ Visa?
- How much would you charge me during my overall journey?
- What's the cheapest way to study abroad?
- What are the other modes for students to communicate with Partners during his//her journey? (pre and post departure support like visa, accomodation, Local sim and so on)

The findings which needed to be collected from the survey as role-play as a sub-agent are:

- What are the selection criteria for the subagent?
- What is more important, according to the agent, quality or quantity?
- What type of help does the master agent provide to the subagents, such as point of contact, sales support, and so on?
- What are the fundamental criteria for selecting student applications?
- What changes are needed to streamline the agent selection process?
- How do they approach potential customers? What are the most effective methods for converting customers into sales?
- What services do students request that you cannot provide?
- What are the student's responsibilities if an application is canceled? (Ask for a refund or consider other choices)
- How many students look for agent advice in the time of choosing country/school/program?
- What is the most important factor customer experience or getting more applications?

- What are major pain areas of student during pre departure and post departure journey?
- Are there any qualifications / certifications criteria the subagent has to achieve to work with the Master agent?
- What will be the per month sales target of subagent? What are the other criteria subagents need to follow?
- What is the most important factor as per your consideration Paid app or LOA or Final process of application?
- What does the communication lines look like between Master Agent to Sub Agent and Master Agent to Student? And Sub Agent to Master Agent and Sub Agent to Student? Student to Master Agent and Student to Sub Agent?
- We would like to understand B2B partner preference of agent?

The findings which needed to be collected from the survey as role-play as a Potential partners are:

- Which B2B consultant provides the highest profit share with the least amount of effort? AB, Adventus, MSM, or others?
- Which B2B consultants have the most seamless process (from start to finish)? Why?
- What are the advantages of becoming an AB/Adventus/Others partner?
- What is their one-of-a-kind offering to the partners?
- What are the other partners' perspectives on AB/Adventus/Others?
- I'm looking to target Canada and Australia; which B2B consultant is producing the best outcomes in these countries?
- Which B2B consultant has the greatest market share? how?
- How concerned are you about losing your student application while working with B2B partners such as (Applyboard, Adventus, and others)?

The findings which needed to be collected from the survey as role-play as a ApplyBoard research team are:

- What kind of changes are required in current process?
- How important is it to have multiple destination countries available(RP)to run you business
- How many direct partnerships you have with the universities and what are criterias to maintain it?
- What kind of training you are giving to your staff to make them up to dated?
- Do you prefer working with multiple B2B partners?
- What are the opportunities and threats within a given market or industry?

- What kind of new product development or innovation in existing product is required to attract new customers?
- What is one smallest change we can do in our process or product to help our partners better
- What is one feature/service that no one in the market provides, which can help you scale your business 2X-3X
- Which is the most important factor for competitors to scale up the business? like hiring more people/ technology innovation/change in process
- Are you aware the backend application support by our team? if yes how do you rate our backend support?
- Who are the major competitors and what values they are giving to partners/customers?
- What kind of extra support they are getting from Competitors?
- What are the reasons, customers choosing a competitor or alternative?
- How our competitors are acquiring customers?
- How should we evolve, adapt or re-invent our brand to increase mindshare and market share?

The objectives and insights which needed to be found for the follow up survey where the higher authorities expected us to dig a little deeper are:

- Do you think they are willing to pay $$$ for available support post-arrival?

- Do they prefer an RP onshore or offshore?

- Who do they want to answer? Pre-arrival or post-arrival with RP or otherwise?

- Who would you prefer to avail pre-arrival and post-arrival services through?- (Counsellor/ Agent, centralised 1800 helpline no. with the knowledge of school, alumni and agent, alumni, university, etc)

- How do you go about finding an RP?

- I believe we should consider what pupils are interested in.

- What are the top three factors to consider when studying abroad?

- How do they choose an RP?

- What causes pupils to drop out?

- Do students prefer to do their RP in India or at their destination country?

- How can students choose an RP?

- Mapping the review to the RPs- (Connect the student reviews to the agent name (existing data)

- Do students prefer to complete the application process online, or do they prefer it to be done offline?
- The Ontario Premier's Office wants to discover whether students consider Ontario to be a high-cost or low-cost jurisdiction to study in, and how important that is in their decision-making process when determining where to study abroad. Is that something we already know, or might it be added to your list of questions for RPs and students? When posing the question, we may broaden it and ask a general question concerning all provinces in Canada, not simply Ontario.
- Where do you receive your information on the country you'll be visiting? (Living expenses, career opportunities, political climate, and so on) - Your agent, family, friends, social media, and traditional media all play a role (eg internet news outlets)
- After you finish your studies, where do you plan to work? (home country, country of study, or a third country)
- Have you applied or plan to apply through the SDS Program? (Yes, No, I'm not sure what it is.) If so, who has/had the most sway on where to purchase the needed $10,000 Canadian GIC? (My personal bank, my parents' personal bank, my agency, friends, relatives, and so forth)
- How significant are work rights throughout your education when deciding where to study? (Critically important, Very important, neutral, not very important, not at all important)?
- How important are work rights after your graduation, when choosing your destination country? (Critically important, Very important, neutral, not very important, not at all important)?

In nutshell, it was expected from us interns that we bring answers to all these questions from our research.It is Canada based company which is trying to expand it's market in India.One of the foremost thing in marketing is we need to understand what is the requirement of our target customer. The main purpose was to know the market so that the company can take the strategic decisions accordingly.We had to find the pain areas for the students in the entire process of applying so that ApplyBoard can provide those services and make the entire process os students applying abroad really smooth.

Methodology of Research

The data was collected by making forms which consisted of questions answering all the objectives.A survey is a type of quantitative research instrument that is used not only to gather data or information on a topic or phenomenon, but also to describe, explain, or compare knowledge, attitude, and behavior in specific circumstances. This is a simple and successful approach for researchers to get information about a product, brand, context, event, employees, and workers. A survey, as a data collection instrument, can collect demographic data from a large sample of people. Questionnaires and interviews are two prominent approaches for doing survey research.

Roleplay	Total connected calls	Survey Target	Survey completed	Success%
AB Research Team	143	75	73	97%
New RP	104	75	52	69%
Student	115	75	67	89%
Subagent	130	75	56	75%
Grand Total	492	300	248	83%

Data is collected using pre-planned questions and responses are collected and analyzed in the questionnaire-based technique, whereas in the interview-based approach, an interview is done with a number of selected respondents and their live responses are collected and analyzed.

The following errors must be kept in mind and minimized while choosing a survey method for obtaining accurate results. The sampling error, for example, happens when the population is large and diversified. Web-based surveys with a large and diverse audience are more susceptible to these types of inaccuracies and are more difficult to overcome.

To some extent, this form of inaccuracy is overcome by excluding some heterogeneous members from the population in order to make the population homogeneous. Because of the large number of users, survey researchers have recently taken a particular interest in social networking sites such as Facebook and others. However, social media users do not accurately represent the target population. Non-coverage mistakes occur when the selected sample has no opportunity to reply. Because of the lack of internet access, especially in poor nations, online surveys have suffered greatly from this type of inaccuracy. Because of the global availability of postage stamps, the likelihood of this type of inaccuracy occurring in mail-based surveys is low.

Because of the internet coverage bias, it is high in web-based. Non-response error is especially common in electronic-based surveys. Traditional mail-based surveys have a high response rate. When compared to other channels of communication such as mail, e-mail, fax, and SMS, the response rate for web-based surveys is low. This is due to the fact that non-response error is proportional to non-coverage error. Non-response error increases when there is no internet coverage. When a respondent is unable to offer accurate information, measurement mistakes occur. It is primarily determined by the types of survey questions. A type of measurement mistake is interviewer bias in both telephone and face-to-face interviews.Different ways can be used to manage and reduce such inaccuracies, particularly in internet-based/online surveys. The scope of an internet survey, for example, must be properly established. In addition, combine internet-surveys with sample techniques to improve the reliability and validity of the results. Target your population ahead of time in order to homogenize obtained data. Other key issues to consider include careful survey design and selecting a reputable survey service provider/survey Web-application. Questionnaires must be created with respondents' interests in mind; otherwise, measurement errors will occur. Survey service providers must assure security and privacy.

SPOKE AS A	COUNTA of SPOKE AS A
	0
AB RESEARCH TEAM	145
RP	104
STUDENT	115
SUBAGENT	130
Grand Total	494

Improved data recognition mechanisms, such as cookies and Internet Protocol (IP) addresses, must be used to remove duplicate responses from the same user. Survey service providers must provide an appropriate way for publishing surveys as well as ensuring anti-junk/spam email security. Non-coverage mistakes must be avoided in developing nations, particularly in electronic-based surveys due to low internet service.

The term "Mode" refers to the overall data collection strategy that has been adopted for a certain purpose. From 1940 to 1970, the primary modes of data gathering were mail and face-to-face interactions. Telephone surveys were frequently used in the United States and later in Europe beginning in 1970. Internet-based polls began to supplant telephone surveys in 1990. In this day and age, internet-based surveys (email-based, Web-based) are becoming more common. Because of its pervasiveness and ease, mobile and SMS-based data collecting is also commonly used.The rising number of data collecting modes and methodologies complicates management and execution. As previously said, no one can completely rely on a single technique of data collection. Mixed mode is a popular and extensively used data collecting option that is still evolving. In addition, it has been demonstrated the economic benefits of mixed mode design when the allowable error is modest.

Different methods of collecting of data were adapted like phone calls, e -mail and text messages.An email message with an attached questionnaire is sent to targeted responders in this strategy. After answering questions, the respondent may send an email with attached responses to the surveyor. E-mail-based surveys are faster and less expensive than web-based surveys, and they have a greater response rate. This is due to the fact that email is a PUSH technology in which the message is delivered to the respondent's inbox, whereas the Web is a PULL technology in which the respondent must be attached to a web page. It should be mentioned that there must be a predetermined list of all respondents' e-mail addresses.

Email-based surveys are less expensive since they may be e-mailed to a large number of respondents for free. However, in circumstances where manual entry is required for data analysis, the cost may be prohibitively high. Other issues mentioned include spam/junk mail and internet coverage bias. Nowadays, an email can be sent via a standard Short Message Service (SMS). This can be accomplished by employing an email-to-SMS/SMS-to-email gateway, which allows email to be sent and received via SMS even on low-end mobile handsets. The gateway can only send/receive emails that contain simply text. Because of the limited number of characters per SMS, rich media such as audio and video cannot be conveyed over SMS.

Short Message Service (SMS), which is the most prevalent mode of communication in both developed and developing countries. SMS is a bidirectional communication service that allows you to transmit text messages using a wireless communication system. It has a maximum capacity of 140 bytes and uses GSM 7-bit encoding.

We joint different groups of our target audience like students preparing for GRE and IELT etc so that we could send our surveys to all the students we are aiming to get information from.We mailed the follow up surveys as well.

In this method of data collecting, an internet connection and the installation of a survey application on a mobile device are required. The forms can be downloaded from a Web-application to a pre-loaded survey app on a mobile device. Data can be collected using a point-and-click approach in a form-based approach, with reduced risks of error. This strategy, however, suffers from the same inherent problem of internet coverage bias, namely, poor internet connections. The following are some well-known survey apps for mobile and tablets.

We had to do phone calls as some other person in different type of role plays and talk to them as the data of different recruitment partners, and education consultancy services was provided to us by our supervisor.

Presentation and Inferences

The data represented and the recommendations given based on the data are given below
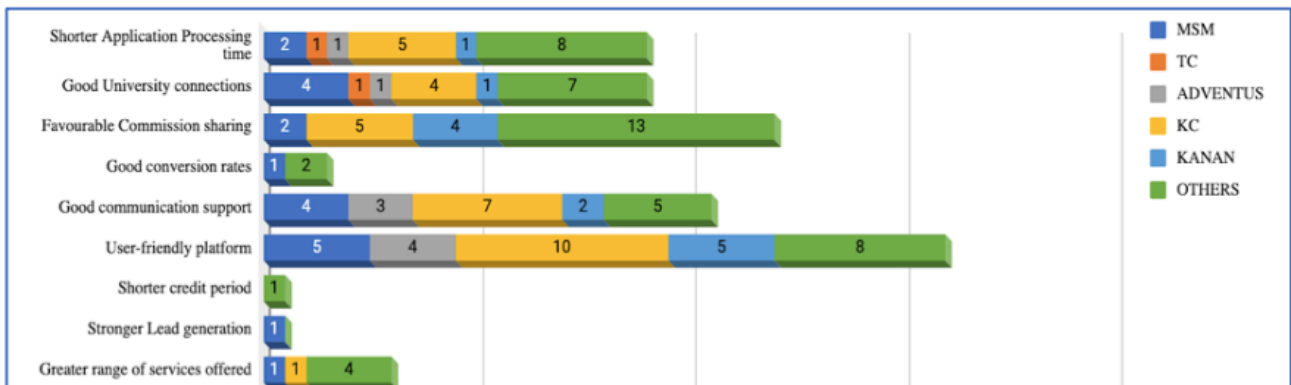
Product and Technology Recommendations

NEW PRODUCT DEVELOPMENT:
• Visa Processing Support
• Collaboration with educators for test preparation services

IMPROVEMENTS TO PRODUCTS:
• CHATBOTS
• Assist users in navigating the website
• Frequently asked questions can be answered right away.
• Visibility of applications in real time-The likelihood of an application being converted
• Approval time estimates for each application
• Collaborations with universities-Stronger relationships with universities in the United Kingdom (23%) and Australia (16 percent)
• Organize webinars in collaboration with universities for specialized courses.

PROCESS: UI (User Interface):
The eligibility conditions for each course/university should be explicitly stated.
Each program's earning potential should be indicated.

COMMUNICATION: Chatbots: Assist users in navigating the website.
Frequently asked questions can be answered right away.

Recommendations for Customer Experience and Operations

LONG APPLICATION PROCESSING TIME IS AN IMPROVEMENT TO THE PRODUCT.
• Implement bulk document uploading Remove superfluous documentation
• Give students real-time access to their applications.

Allocation of COMMUNICATION SPOC
• A proper grievance redressal system is required (helpline)
• Check-ins on a regular basis
• Implement a reward system for high-performing RPs.
• TAT = 12 hrs

INADEQUATE SERVICES PROVIDED
• Collaboration with educators to provide exam preparation services
• Provide visa help for key nations such as Canada and the United Kingdom.
• Webinars with in-depth content

PEOPLE:
- Updates and feedback are delivered more quickly.
- Counseling for RPs who are underperforming
- Internal training is required in order to properly provide new services.
- PROCESS: Platform training and awareness for customers
- Recommendations for Sales and Marketing, as well as for External Communication:
- Sales employees will be trained to manage potential objections such as extended application processing times.
- Students might be attracted by conducting seminars and linking them with universities directly (Targeting general students)

COMMUNICATION:
Increase brand awareness among students by using various social media platforms, emails, and even campaigns run by students who have converted (sent abroad) via Applyboard.
To directly target students doing undergraduate degrees, ApplyBoard should offer seminars in degree colleges. It will be simpler in Delhi because AB has offices in Gurgaon.
Increase your emphasis on directly targeting students because it will help with income generation (no commission sharing) and word-of-mouth marketing.

PROCESS IMPROVEMENT:
- Improved techniques of generating leads for RPs via email marketing, content marketing, social media marketing (LinkedIn), and search engine marketing (Google Ads).
- New updates to our system, such as increased university collaborations, new financial practices, and the inclusion of other nations, should be communicated by email to both new and existing RPs.
- Expansion in New Zealand, Europe, and Germany is recommended.
- AB can set up webinars on Pre-Departure Orientation.
- Sharing cultural insights with students traveling to foreign countries, as few RPs assist with this.
- AB can work on a phone service to consult with students and clear their doubts.
- AB may provide a Test Preparation Package that includes online question papers.

Conclusions:

- Recommendation: AB's sales and marketing staff (lead generation): Can target students in the planning stage and provide appropriate advise via RPs.
- Recommendation : AB Sales and Marketing Team + Product Improvement Team : Expanding top university tie-ups to provide them with a plethora of solid possibilities.
- AB's New Product Development Team: AB can give admission test preparation such as IELTS or GMAT, as well as tests particular to universities and countries.
- AB can form a community of RPs to keep them linked. This might be accomplished through AB's portal. (Implications: RPs will receive support for their weak areas from other RPs, resulting in the best experience for students.)
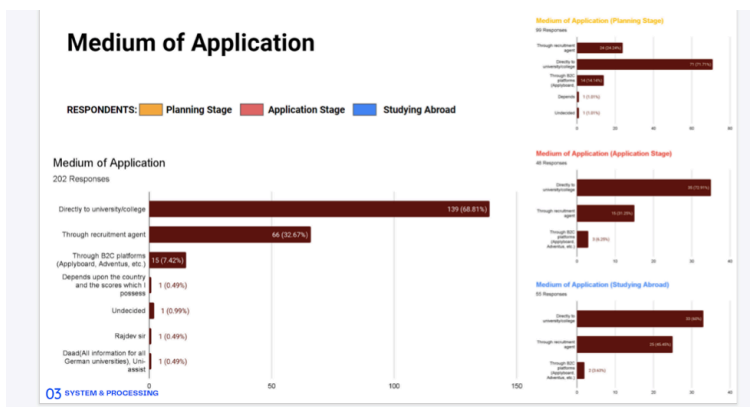
- AB's sales and marketing staff (Lead generation): AB should target students who apply directly or via B2C portals by guiding them through an RP (Counselling + Test prep).
- AB's sales and marketing team + Product development team: Because the majority
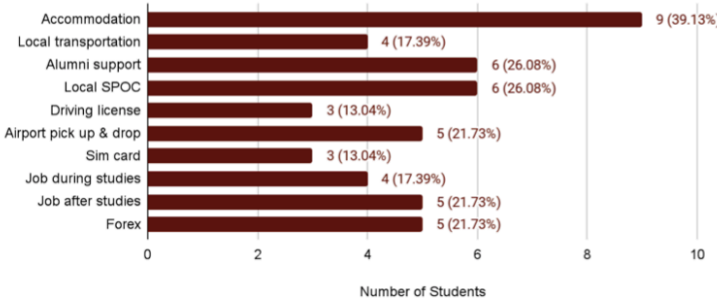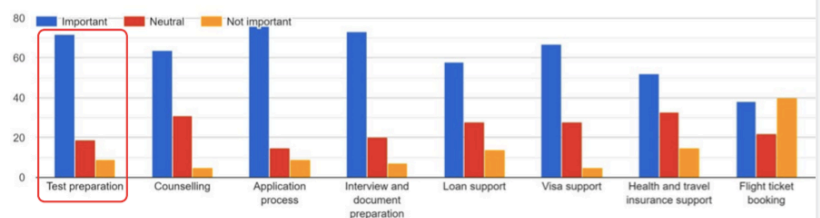
Recommendations

Recommendation-

APPLICATION PROCESSING & COMMUNICATION:Reducing total application time and providing RPs better communication support

Observation-

69% RPs claim LONG APPLICATION PROCESSING TIME is a major problem faced with ApplyBoard.The application processing time can be reduced by following the given steps:

I.   Bulk Uploading of Documents

II. Real-Time Application Status

III. Educating RPs

Better conversion rates can be done by:

• Providing Communication Support

• SPOC Allocation

• Frequent Check-ins

• Grievance Redressal mechanism

Data representation:
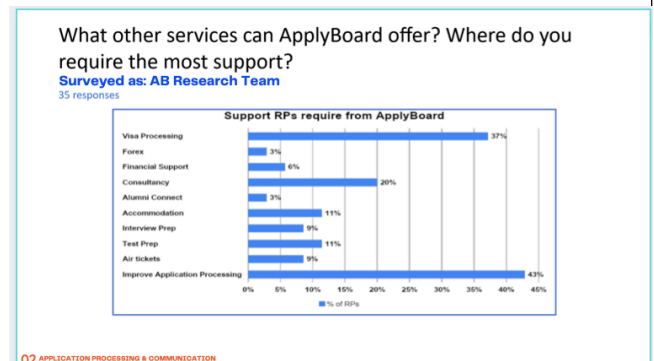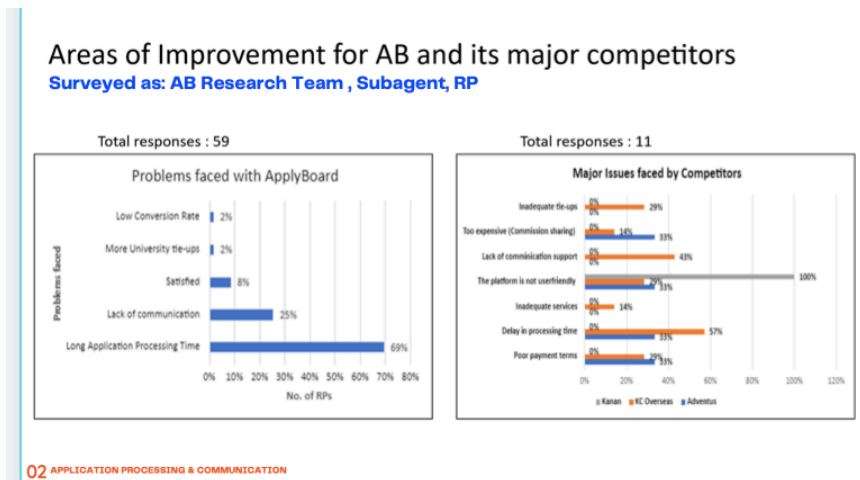
Recommendation-

SYSTEM & PROCESSING:Building a community for all the Recruitment Partners associated with ApplyBoard and starting Student Profiling

Observation-

- A lot of students are in need of guidance and certain services
- HOWEVER, RPs ARE UNABLE TO PROVIDE THESE SERVICES
- EVEN IF THEY ARE, STUDENTS ARE NOT SATISFIED WITH THE RESULTS
- The percentage of students applying through an RP increases from the planning stage to the later stage
- More students seek guidance from an RP for Test prep after the planning stage

Data representation-
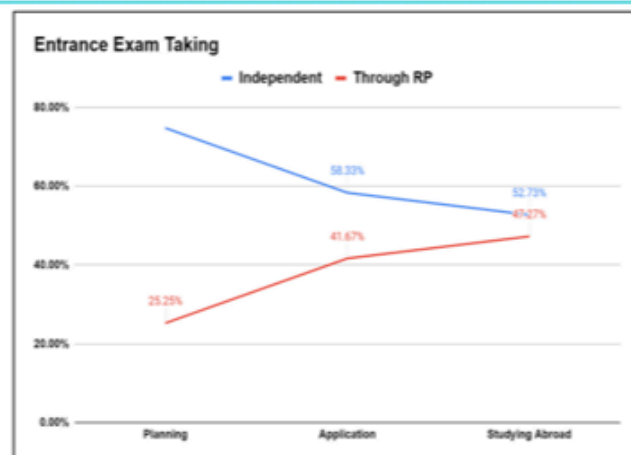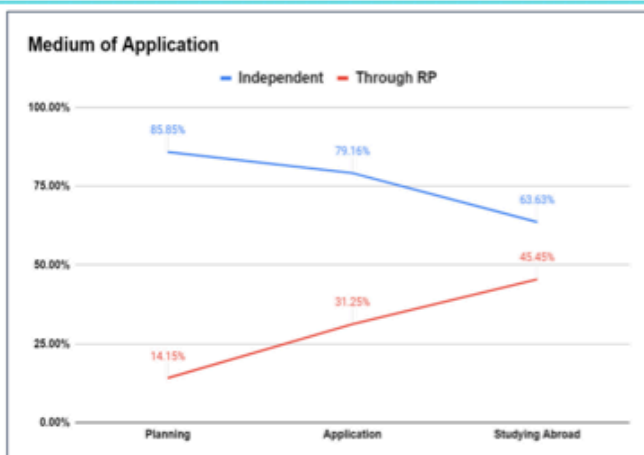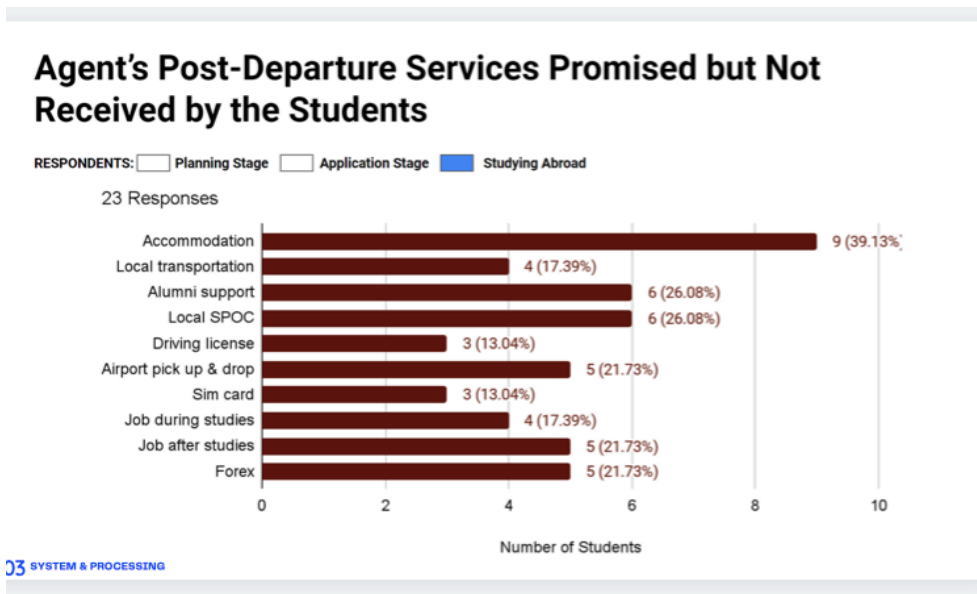
Recommendation-

POST-DEPARTURE SERVICES:Focusing on Post-Departure Services like Accommodation and Alumni Support

Observation-

- Agents often promise, but fail to provide accommodation services and alumni support.
- Providing accommodation to students can be a good business opportunity for ApplyBoard
- An alumni network can be established to provide peer support to the students
- The students who all went through ApplyBoard and the students planning to study can be provided a common platform on by ApplyBoard TO CONNECT

Data representation:
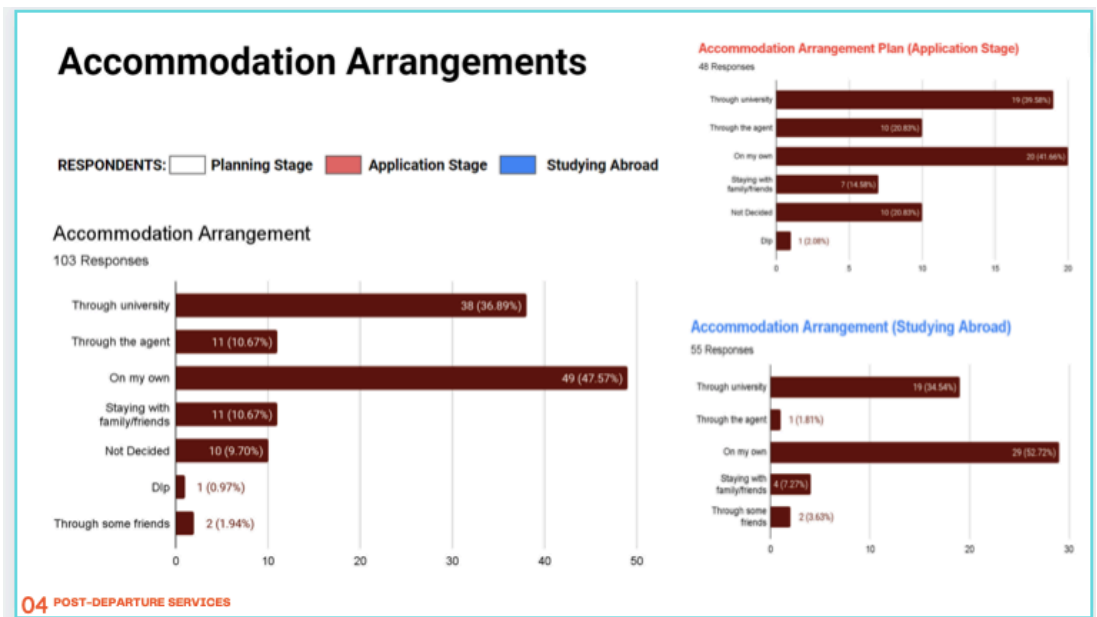
Recommendation:

EXPANSION:Huge scope in countries other than Canada and working on targeting students based on profiles.

Observation:

- STUDENTS PREFER APPLYBOARD MOSTLY FOR CANADIAN SERVICES BUT ONLY 12% OF STUDENTS GIVE PRIORITY TO CANADA FOR STUDYING ABROAD.

- INCREASING THE NUMBER OF TIE UPS WITH UNIVERSITIES HAVING MOST DEMANDED COURSES WILL HELP THE STUDENTS TO A HUGE EXTENT
- MAJORITY OF THE STUDENTS PREFER UK AND AUSTRALIA WHERE APPLYBOARD HAS COMPARATIVELY LESS TIE UPS WITH UNIVERSITIES.
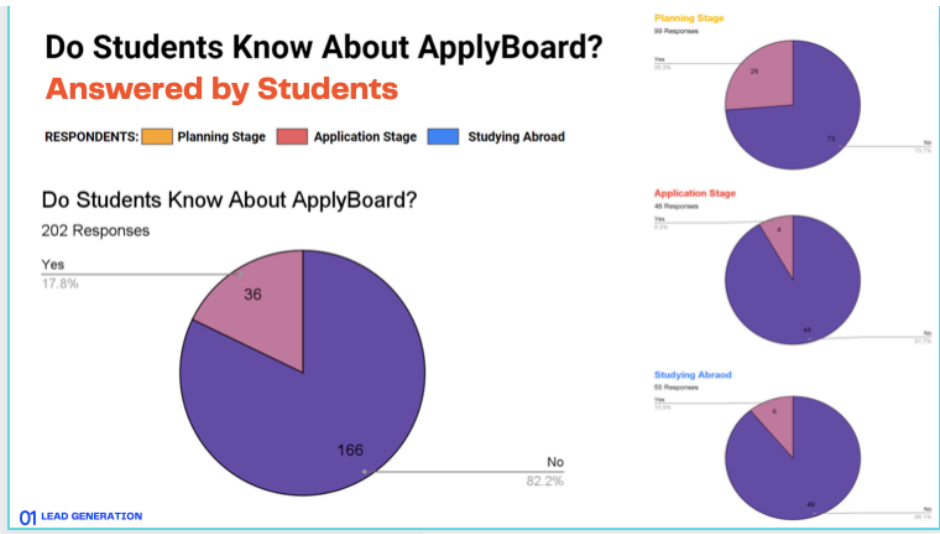
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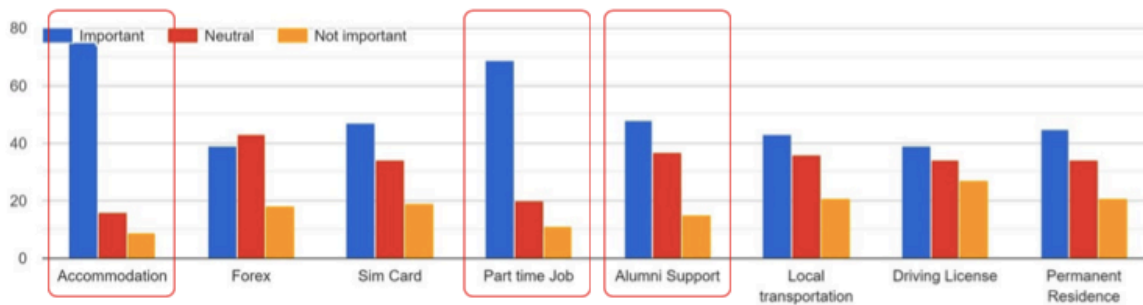
Recommendation:

LEAD GENERATION :Increasing online presence to target potential customers

Observation:

82.2% of students do not know about ApplyBoard
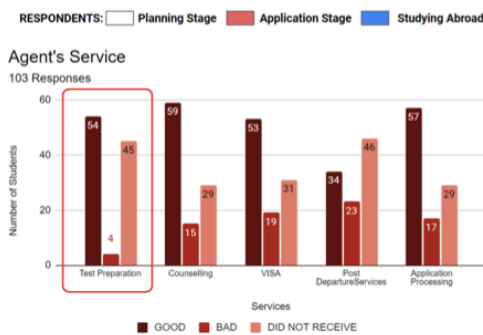
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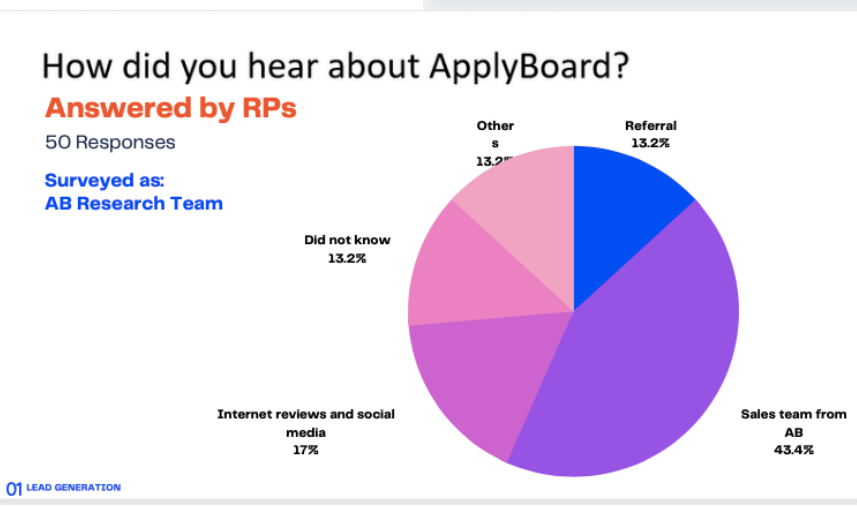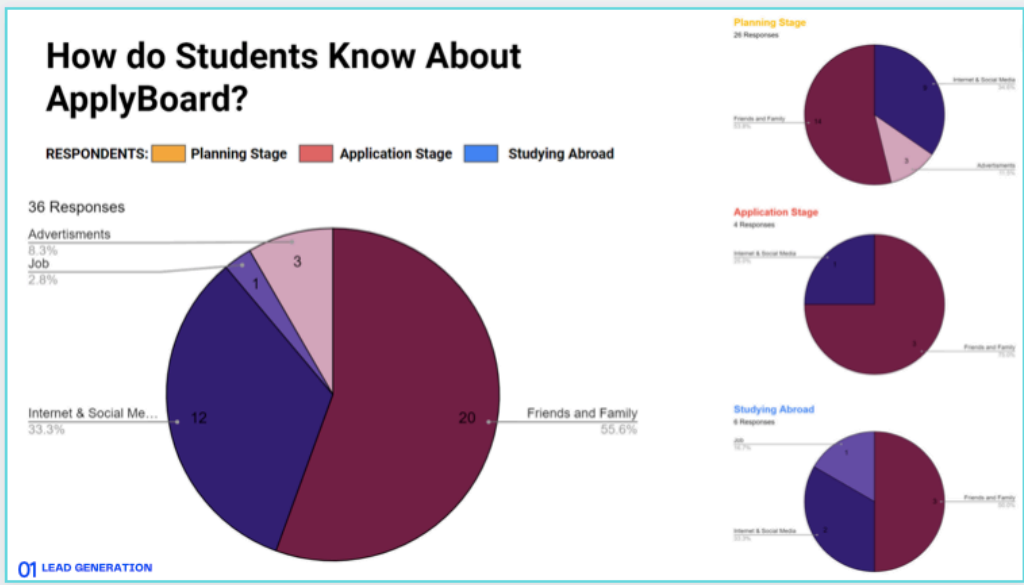
Recommendation:
- PRODUCT IMPROVEMENT:Improving on user interface and providing test prep services
- ELIGIBILITY CRITERIA FOR EVERY COURSE/ UNIVERSITY SHOULD BE SPECIFIED ACCORDING TO THE STUDENTS PROFILE AND SPECIFIC REQUIREMENTS

- EARNING POTENTIAL & JOB POTENTIAL FOR EACH PROGRAM SHOULD BE MENTIONED

Observation:
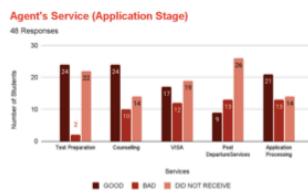
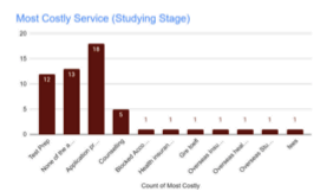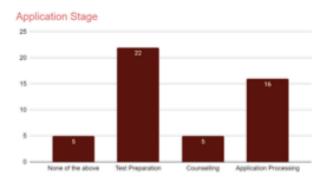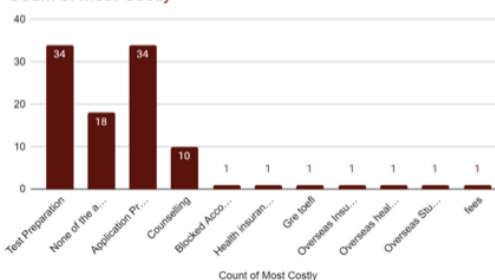- MAJORITY OF THE STUDENTSREQUIRE SUPPORT IN TEST PREPARATIONS BUT 45% OF THEM DIDN'T RECEIVE THE SAME FROM RPS.

- TEST PREPARATION IS THE MOST EXPENSIVE SERVICE FOR STUDENTS IN THE ENTIRE PROCESS.

- PROVIDING TEST PREPRATION SERVICES AT REASONABLE RATES

- PROVIDING TEST PREPRATION,VISA AND APPLICATION PROCESSING IN A PACKAGE WITH REASONABLE RATES

Learnings

As we had to do presentations every day, this summer internship especially helped me improve my presentation skills. It also aided in the improvement of my time management abilities, since we would be working on multiple projects at the same time and would have to prioritize and allocate time accordingly. We also had to ensure that every project was reviewed by our manager and that any changes were made before the project was completed.

Aside from that, from a theoretical perspective, I realized how crucial research is when working on any type of assignment.I learned about marketing concepts such as segmentation and targeting, their value, and how to apply them in practice to approach prospects for our service.

During the internship, I also improved my graphics design skills, which is very important in these days of digitization. I learned the value of marketing flyers and collaterals while designing. Collaterals aid in immediately communicating the benefits of items to prospects. A well-designed collateral piece can help to effectively generate a first impression.

I also learned that our product should be designed to meet the wants of our customers. We are not advertising our product; rather, we are providing a solution to their problem. It aids us in reaching our goal. Aside from that, we should constantly deliver a wonderful experience to our clients. This will assist us not only retain the customer or keep him/her loyal to the firm, but also share the experience with others, resulting in word-of-mouth publicity.

It was a fantastic learning experience; I was able to put my knowledge from Marketing Management -1 and Organizational Behaviour from my first year to use.

In the business world, soft talents are just as crucial as hard skills.I've improved my problem-solving abilities, time management, the ability to accept constructive criticism, teamwork, and professional communication. I worked autonomously during my internship, which helped me improve my decision-making skills. The need of a contingency plan if the main strategy fails. There should always be multiple solutions to a problem. When tapping into any client, you must first have detailed information about it, such as what sort of information you require and where you can acquire it. Obtain as much information from the client as possible ahead of time.This ecommerce platform, as well as communicating to suppliers about online vendor boarding, has given me a lot of insight into the gaps in our offering and what they want. This allowed us to examine the platform from both the vendors' and the organization's points of view. Firstly,collecting the data then analysing the same to draw conclusions.We had to observe each and every trend and changes, then dig deeper to know what is the reason behind the same.

Conclusion

My summer internship was a fantastic learning opportunity for me. It made me realize that automation and the digital age have become an intrinsic element of corporates, regardless of the industry in which the company operates. Even in the healthcare industry, all departments require automation for day-to-day operations. The corporation has provided me with extensive knowledge of the business world. Working with such knowledgeable mentors was a privilege for me. They walked me through the many places where automation can be used. I assimilated academic knowledge as a management student, but working with the organisation instilled some practical knowledge in me which will undoubtedly be a blessing to me in the next years and will help develop my career in a positive way.

Working directly with the mentor and high management was an excellent learning experience. Their knowledge, perspective on the task, and approach were all quite amazing, and this will undoubtedly guide me through numerous circumstances in the future. Interactions with various edutech businesses were a very unique and exciting experience for me because they taught me how to show myself and express my opinions in front of professionals.

The most interesting aspect of the assignment for me was that it involved both research and problem solutions.I was responsible for investigating the organization's operation structure and analysing the scope of automation, which provided me with insights into a variety of other topics and so gave me decision-making power. This internship really enhanced my analytical, research, and communication abilities. It was a fantastic opportunity for overall personality development, which will undoubtedly benefit me in my future corporate life.

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