

A Student Engagement Training Manual

For a Winning CX in Education

The education industry was already in the throes of digital disruption—but no student, teacher, or institution had prepared for a pandemic coming. Yet as billions of students around the world were told to stay at home, the traditional classroom has had no choice but to transform. Suddenly, institutions of all sizes must now think and act like digital e-learning platforms. We've seen an explosion in remote education across all levels of education as video calling helped keep learning alive and entire school systems running during lockdowns. **But distance learning via video is only one part of the education journey. Now, educational organizations must rethink and upgrade their student engagement to meet the permanent shift in consumer behavior and expectations.**

The world has changed, but one thing hasn't

Education providers must listen to and connect with customers on their terms to continue to win them over and build lasting relationships. This means not just getting the messages right, but also being available to students on all the right channels, at all the right moments. As consumers' switch to digital is accelerated, it's never been more critical to stay ahead.

To help guide your student engagement decisions now and into the future, Vonage surveyed 5,000 consumers across 14 countries in January 2020 before the pandemic, and again in August—in our **10th Annual Global Customer Engagement Report**—to find out how much has changed and to understand how consumers want to connect with organizations like yours.

Here are 4 key customer engagement insights and challenges revealed in the findings—and a training plan to help you achieve a winning CX in education in 2021.

On your marks, get set...

39% of people worldwide are **learning online** more today than they were before **COVID-19**





Deliver Quality and Reliable Remote Learning to Students Anywhere

Consumers continue to embrace video to engage with other students and teachers—preferring video calling 1.2x more today than before the pandemic.

When schools and universities were shut down around the world, distance learning via live video became a lifeline between teachers and students. Many educators turned to off-the-shelf, general-purpose video conferencing tools. These tools provided an immediate solution, but now that remote education is a permanent reality, how can institutions create immersive, collaborative video experiences in the context of students' learning environments, free from distractions and quality limitations?

2 in 3
Consumers
are **video
chatting**
more than
they were 7
months ago



SOLUTION

The Vonage **Video API** gives educational institutions flexibility to build fully integrated built-for-purpose learning experiences with total control over collaboration, screen sharing, annotation, recording, and archiving capabilities.



The Pandemic Intensifies Student Expectations for an Omnichannel Experience

No matter where they are in the world, students are connecting on all their favorite channels, and their preferences are in a constant state of flux. From WeChat to WhatsApp, Facebook Messenger to Line, it's difficult to know where your students will look to reach you or where to effectively engage with them beyond the classroom. When we asked students how they prefer to receive and reply to updates such as timetable changes, learning reminders, and study tips a puzzle of preferences emerged:



16% prefer voice



16% prefer video chat



21% prefer SMS



19% prefer messaging including social apps

Mobile phone calls are the favorite way to connect with organizations, but **70% of consumers prefer other channels**

SOLUTION

Vonage **Communications APIs** let you easily add voice, video, SMS, MMS, and popular social chat apps—so you can expand engagement with students and enhance the learning experience in and out of the classroom. Send study tips, lesson reminders, or exercises with rich media features and collect data on all their favorite social chat apps including WhatsApp, Facebook Messenger, and more.



Build Stronger Student Relationships with Seamless Conversations

When students learn with your organization, they trust their information is correctly and securely shared among the right people. The fastest way to break this trust is to make them repeat themselves to different people across the learning experience—teachers or administration staff. But without a complete view of the student—and the history of their conversations—how can educational providers prevent this critical engagement flaw?

59% of consumers worldwide are frustrated when they have to **repeat themselves**



SOLUTION

The Vonage **Conversation API** gives you insight into your students across every channel and touchpoint so you know the full history of your conversations with them and their channel preferences—helping you deliver the seamless, personalized journeys that forge long term.



Protect Your Platform and Make Validation Seamless

It's a fine balance between preventing fraud and reducing friction. As online learning continues to grow, getting it right could separate the winners from those that get left behind. If you're not using SMS to validate students, chances are you're frustrating a new customer before their journey has even begun.



SOLUTION

Vonage **Verify API** works to detect possible fraud and trigger step-up verification with 2FA throughout the education journey—on channels like SMS and social messaging apps as well as voice.

Students **most prefer SMS** when verifying their online learning accounts, messaging apps second

The Communication Building Blocks for High Performing CX

Delivering outstanding customer engagement is like competing in the decathlon—a multidisciplinary challenge played out over time, across dozens of touchpoints and channels. It's the combined performance of all customer interactions that ultimately sets you apart and wins the adoration of your fans.

Make every interaction count. Get equipped with Vonage APIs and go for CX gold.

Messages API - Integrate multi-channel messaging, including SMS, MMS, and popular social chat apps like WhatsApp, Facebook Messenger, and Viber into your applications with the Vonage Messages API. Leverage our extensive AI partner network to easily add chatbots.

Voice API - Build powerful, AI-enriched voice products and engaging in-app voice experiences with the easy-to-use Vonage Voice API and In-App Voice (formerly Nexmo). Connect to virtually unlimited AI partners to add virtual assistants or enrich the calling experience with sentiment analysis, translation, and transcription.

Verify API - Verify any phone, anywhere with the Vonage Verify API (formerly Nexmo). Let us do the heavy lifting, and pay only for the results. Ensure that numbers are reachable and update customer databases with the Number Insight API.

Video API - Integrate video directly into your website or mobile applications with the Vonage Video API (formerly TokBox OpenTok).

Conversation API - Leverage the Vonage Conversation API to connect the disparate networks of IP and PSTN, retain context across channels, create unique workflows with custom events, and enable a more customized communication experience.

Get Started

Vonage APIs - [Learn more](#) | [Contact us](#)

Vonage,
for the Win

With **Vonage Communications APIs** it's now easier than ever to deliver outstanding customer engagement across a worldwide customer base. Global education organizations including **Chegg**, **Cambly**, and **Presence Learning** use Vonage APIs to add channels such as voice, SMS, messaging, and video chat directly in their web and mobile applications. Vonage offers seamless integrations and technology you can trust.

Vonage Enterprise Service

Partner with Vonage to accelerate your edtech projects. Access our technical experts, your designated support engineer, exceptional SLA's plus your dedicated customer success manager. Combined this will help you think big, build fast, execute right, and sustain growth! Learn more about **Vonage APIs for Enterprise**.





A GLOBAL SCOREBOARD FOR Education CX Gold

We asked consumers which communication channels they prefer for some of the most critical education interactions, which Vonage customers power with our APIs.

As the results differ greatly across the world—and within regions—we've broken the data down by country, channel, and touchpoint to give any education organization a unique panoramic view of consumer preferences around the world.

CX Event

Secure & Seamless Onboarding

Verifying your identity when signing up to an online education app or service

Phone Call	SMS	Messaging Apps	Video	Choice Of Every Channel
🏆 Germany	🏆 China	🏆 Brazil	🏆 Mexico	🏆 Japan
🥈 Malaysia	🥈 UAE	🥈 Indonesia	🥈 Brazil	🥈 UK
🥉 Mexico	🥉 France	🥉 Mexico	🥉 Indonesia	🥉 Australia

Online Learning

Learning and studying remotely with a tutor (e.g. through a language learning app or education platform)

🏆 Germany	🏆 France	🏆 Indonesia	🏆 Mexico	🏆 Japan
🥈 U.S.	🥈 Japan	🥈 China	🥈 UAE	🥈 Australia
🥉 China	🥉 Canada	🥉 Indonesia	🥉 Indonesia	🥉 UK

Collaborative Virtual Classrooms

Engaging with other students and teachers in a virtual classroom

🏆 Germany	🏆 France	🏆 Malaysia	🏆 Mexico	🏆 Japan
🥈 U.S.	🥈 Japan	🥈 China	🥈 UAE	🥈 Australia
🥉 China	🥉 Canada	🥉 Indonesia	🥉 Indonesia	🥉 UK

Customer Support

Getting fast answers to simple questions such as course application dates or fees

🏆 Germany	🏆 China	🏆 Brazil	🏆 Mexico	🏆 Japan
🥈 Russia	🥈 France	🥈 Malaysia	🥈 China	🥈 UK
🥉 Malaysia	🥉 UK	🥉 Indonesia	🥉 UAE	🥉 Australia

Student Engagement & Updates

Receiving and replying to updates such as class time changes, reminders, and study tips

🏆 Germany	🏆 China	🏆 Brazil	🏆 UAE	🏆 Japan
🥈 Indonesia	🥈 US	🥈 Malaysia	🥈 Mexico	🥈 UK
🥉 Russia	🥉 UK	🥉 Indonesia	🥉 Indonesia	🥉 Australia