



# FROM BROADCAST TO ONE-ON-ONE: JOURNEY TO PERSONALIZED EDUCATION

Google  
4.0 ★★★★★☆

Clutch  
4.9 ★★★★★☆

glassdoor  
4.5 ★★★★★☆

Countries we operate from



# PROBLEM STATEMENT



A large retail firm struggled to personalize course journeys and increase engagement among learners with different skill levels.

Same content delivered to beginners and advanced users

No data-backed segmentation of users based on interaction

No behavioral triggers or nudges to continue learning

High drop-off rates in course completion





Implemented **content personalization and behavioral analytics** using rules + ML.

- ✓ **Quiz-Based Learner Segmentation:** Learner segmentation based on quiz performance and activity
- ✓ **Personalized Content & Dashboards:** Personalized content and dashboard modules by segment
- ✓ **Progress Nudges & In-App Prompts:** Nudges and in-app messages for stalled progress
- ✓ **Cohort-Based Funnel Analytics:** Conversion funnel analytics across cohorts
- ✓ **Behavior-Driven Dynamic Homepage:** Dynamic homepage based on user behavior





# 6-Step Applied Process

01

## **User Segmentation:**

Grouped learners by skill, behavior, and history.

02

## **Content Structuring:**

Tagged content to match user intent levels.

03

## **Engine Integration:**

Enabled backend to deliver personalized content.

04

## **Behavioral Nudges:**

Launched reminders, prompts, and unlock journeys.

05

## **Analytics Setup:**

Tracked usage and conversion by user segment.

06

## **A/B Optimization:**

Tested flows to boost learning outcomes.

**35%**

**increase** in average session duration

**42%**

**uplift in conversion** on upsell modules

**2x**

**increase** in repeat course enrollments

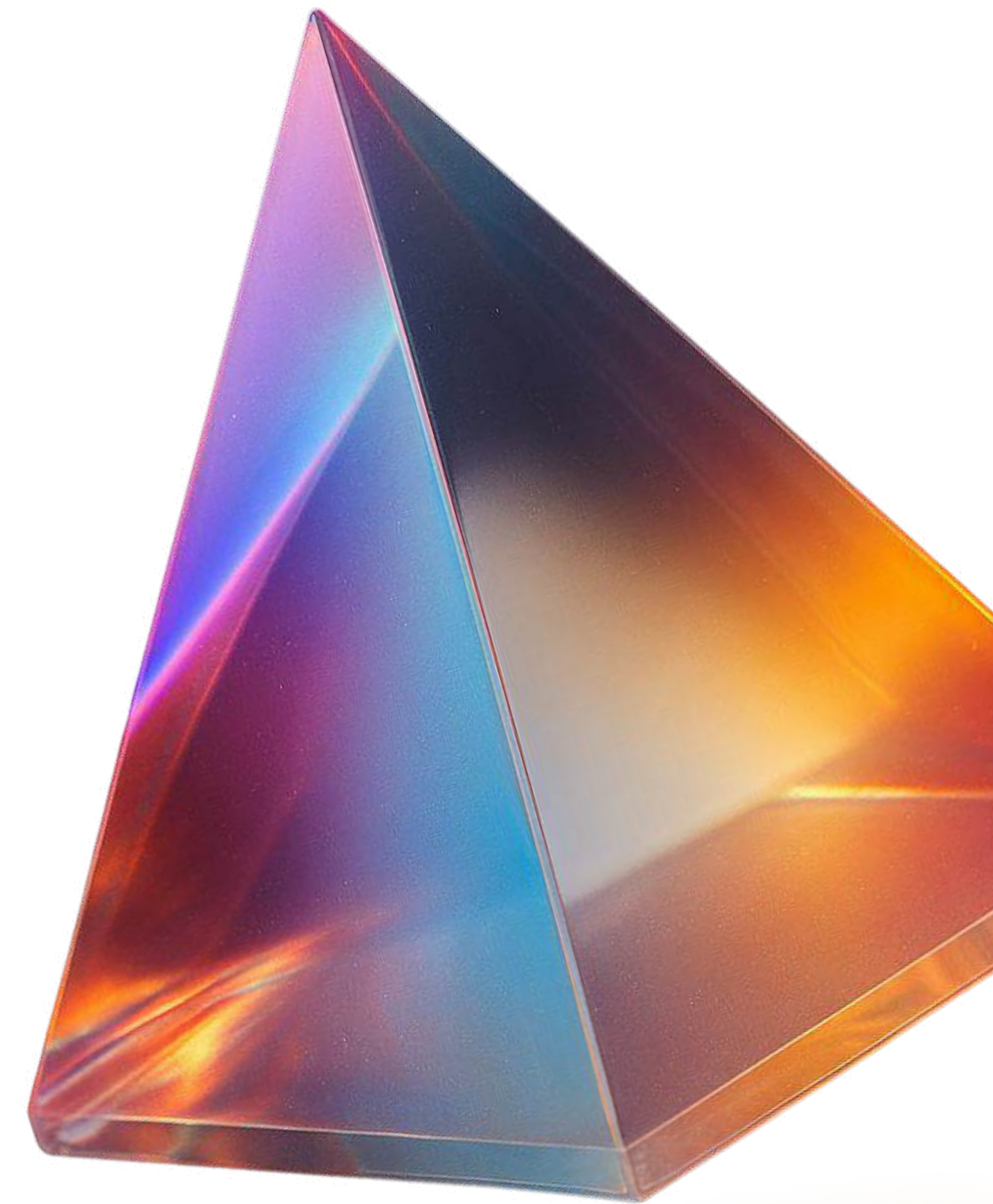
**28%**

**reduction in content** drop-offs mid-course

**5-point**

**rise in** Net Promoter Score (NPS)

**Identification of 3** high-LTV learner cohorts







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