

"M - POWERING" effective education

MESSAGING FOR EDUCATION SERVICES

Education Services – The power of e-nabling IT

The quality of education services highly depends on the time teacher spends in preparing and delivering the content. Typically, a teacher ends up spending a lot of quality time in administrative work where he or she has to keep track of important information and send reminders and updates to students on the same.

IT systems can be an **efficient tool** for the teachers to help them process, manage and deliver information. Companies like Educomp have pioneered the usage of digital technologies with its digital content services and IT applications specifically catering to the needs of the education world.

Why Messaging has become crucial in Education Services?

While the IT systems have attempted to reduce the administrative burden on teachers by sending in automatic emails/portal updates to students and other stakeholders involved, **instant access** of that information is still not possible because most of the students/parents are not connected to internet 24X7. Further many of the houses still don't possess a computer as compared to a far higher penetration of mobile phones in the Indian middle class homes.

Therefore, messaging gives the power in the hands of all the stakeholders involved in the education process to communicate the information without delay. Since, the access of mobile phones is 24X7; receiving reminders/updates over the mobile phones keeps them up-to-date with the latest information.

Messaging services empowers the IT systems to not only be efficient but also be effective by creating a communication channel which is open for access 24X7.

ValueFirst's Killer Application

- **Express** – SOS messages travelling over GSM/CDMA network can be displayed on-the-fly over a LED during examination being held in remote areas.
- **Barcode Manager** – Bar-coded Examination Tickets can be sms to the students and that can be scanned by the Barcode reader.

Bouquet of mobile messaging services

Push Messaging

- Test Results publication as SMS to parents – as often students don't tell parents about results.
- Exam Date Announcement / Information.
- Admission Forms Announcement / Information.
- Admission Confirmations.
- Fees Information.
- Fees payment Confirmations / Reminders to parents.
- Student's Progress Report/ Activities Information to parents.
- Homework / Vacations Assignment information.
- New / Events information.
- Holidays information.
- Bus Information.
- Customized Wishes /Greetings.
- Emergency / Urgent alerts to parents/students.
- Individual Personalized SMS messages.
- Group /Bulk SMS messages.
- Daily attendance (auto generated) – More beneficial for senior classes as absenteeism rate is the highest there. This is also very useful if the student is leaving home for the school and is not reaching school anyhow.

Pull Messaging –

Students/Parents can fetch information real time by sending in SMS to a 10 digit virtual number/short code.

Some of our clients have m-powered themselves?

- Pathways World School
- Bombay International School
- The Asian School, Dehradun
- Kangaroo Kids
- IMS
- Welingkar
- IIM Lucknow

ValueFirst's USP

24 * 7 support
Least time to market – deployment typically is done in one day
The most scalable solution in the industry in terms of architecture
Highly configurable products - processes can be configured on-the-fly
Redundancy of servers with load balancing, failover mechanism and least cost routing
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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