

# CASE STUDY— ADULT EDUCATION



## INCREASE ENGAGEMENT AND USERS

### The Client

Our Client runs a number of educational courses and teaches out of 6 cities in the UK, their content is also delivered in schools in the Middle East. Their goal is to develop the digitally active students and leaders through the use of technology to increase engagement, monitor quality of teaching by third parties, increase revenue while at the same time reducing costs and maintain at all times the privacy of its clients and teachers.

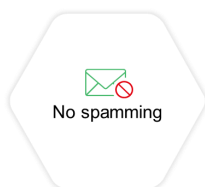
*“Content digitalisation, data integrity, increasing user engagement and user experience were vital to successfully deliver this new and exciting change.”*



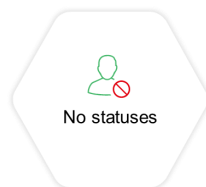
No direct messaging



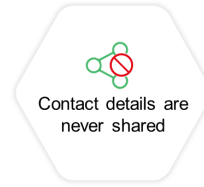
No uncontrolled connections



No spamming



No statuses



Contact details are never shared

### The Requirement

The Client has been successfully teaching their syllabus for over 10 years. Since 2018 there has been an active drive from the students to engage with the teachers through the use of technology. The Client was struggling to keep up with the demand and with finite teaching resources they were unable to grow and maintain the quality of the teaching. At the same time the administrative burden of manually processing and taking payments for each student was taking its toll on the Client.

The Client understood that only through the correct implementation of technology were they able to address the growing issues they faced. The key items to address were:

1. The platform could never own the data that was being posted on it. Nor could it sell the data to any 3<sup>rd</sup> party. No aspect of the data could be used for any purpose unless authorised clearly and explicitly by the Client.
2. The privacy of each of the Clients users, i.e. the students had to be maintained at all times. No data was allowed to be shared with other students. There should be no means to have any ‘back door’ conversations between students or teachers. All conversations had to be conducted in one specific place.
3. The platform needs to be able to give full control and visibility to the client for them to keep track of student attendance, contribution and content shared
4. Sign up and payment process needed to be secure, user friendly and easy to navigate via both mobile and web interface.

*“Momentpin demonstrated its strength and knowledge of digital and business transformation along with its ability to quickly deploy new feature sets on its platform.”*

## Our Solution

Momentpin delivered an easy to use mobile experience that was both simple and efficient of which the key features were:

1. **Data** – Momentpin never owns or sells data. We do not advertise and therefore we do not need to mine any data on our network. Our revenue source is through successful B2B revenue share, transactions and subscription models.
2. **Privacy** – Momentpin provides complete privacy for its users, irrespective of their age. For children, Momentpin provides a safe environment which is always monitored by parents or guardians. No one can ever connect to a child and no child can ever be alone on the network. Users details are never shared with others and we do not allow direct messaging between end users.
3. **Analytics** – Momentpin provides a web interface for communities to manage and understand the nature and behaviours of users, without compromising any aspect of user privacy. The administrator can engage with users sending broadcasts and polls to get feedback in real time.
4. **Payments** – Momentpin provided a web widget to the Client which they simply added to their existing website. This integrated into the Momentpin platform and provided a seamless solution in which the Client was able to automate their payments and accounting.

In addition, we provided:

1. Livestreaming of the classroom
2. Customised reporting
3. An environment which facilitated and grew peer learning practice
4. Digital transformation consultancy

*“Momentpin acted as a revenue share partner with the business. Zero risk approach for the client. A complete digital strategy was completed and executed.”*

## The Outcome

Our client was very happy with the solution. Engagement increased dramatically, feedback from students was extremely positive, teachers were able to reach out to a wider audience through the secure livestreaming and the administration department saw a phenomenal decrease in emails as a direct result of the automation that was implemented.

Momentpin was further engaged to completely digitise the whole business and create new international business opportunities.

Many social networks claim to be privacy conscious but buried in the terms and conditions the reality is very different. Momentpin has developed its application with privacy at the heart of its solution and hence the feature sets and user experience demonstrated are unlike any other platform.



If you'd like to trial our platform, or want to learn more about our partner programs please feel free to get in touch with our expert team.

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