

EdTech Company Increases Student Completion Rates by 35%



Situation

Company Struggled to Maintain Learning Experience at Scale

A digital-first education company offering cohort-based and self-paced courses experienced rapid growth driven by increased demand for tech skills training.

Over a 2 year period, student enrollment more than doubled across multiple programs.

However, while revenue scaled quickly, internal learning operations, student management systems, and delivery processes remained fragmented and manual.



The company faced the following challenges:

- **Fragmented Student Management:** Student data was dispersed across multiple platforms with no centralized system, leading to manual cohort assignments, inconsistent communication, and a disjointed onboarding experience.
- **Operational Dependency on Key Individuals:** Critical processes were concentrated among a few team members, creating bottlenecks, slowing decision-making, and limiting the organization's ability to scale effectively.
- **Limited Visibility into Student Progress:** The absence of a unified tracking system for student engagement and performance resulted in delayed identification of struggling students and reduced completion rates.



About

The client is an EdTech company offering cohort-based and self-paced digital training programs to a global audience. Over the past 2 years, rapid growth in enrollment has increased operational complexity, exposing gaps in student management, delivery coordination, and performance tracking systems.

The company had strong market demand but lacked operational infrastructure for controlled growth.



Situation



Solution



Outcome



Solution

The leadership team engaged Clainel to conduct a structured Operations Audit before scaling further.

The engagement was structured into three phases:

Phase 1: Current-State Operational Mapping

Clainel documented and visualized:

- Student enrollment flow
- Onboarding process
- Cohort assignment structure
- Content delivery workflow
- Assignment tracking process
- Communication channels
- Revenue tracking and reporting

Situation



Solution



Outcome

“Before Clainel, we struggled to track student progress and support learners effectively. Now, we can clearly see who needs help and act early. It’s completely changed how we manage cohorts and improved our overall outcomes”

Keren Achoja
Head of Learning



Solution (*con't*)

Phase 2: Bottleneck & Risk Analysis

Clainel analyzed internal workflows to identify:

Student Management Inefficiencies

Manual cohort assignment and fragmented data systems led to inconsistent onboarding and communication gaps

Learning Experience Gaps

Lack of structured progress tracking and real-time visibility delayed intervention for struggling students

Decision Bottlenecks

Operational oversight depended on a few individuals, limiting scalability and slowing execution

Operational Overhead

Content delivery, scheduling, and reminders relied heavily on manual coordination, increasing team workload

The audit determined that operational inefficiencies were reducing student completion rates, increasing churn risk, and limiting the company's ability to scale effectively.

Situation



Solution



Outcome

Solution (*con't*)

Phase 3: System Redesign & Automation Framework

- 1. Centralized Student Management System:** Unified student database, automated cohort assignment, and structured onboarding workflow.
- 2. Student Progress Tracking Dashboard:** Real-time visibility into attendance, assignments, engagement, and intervention triggers
- 3. Structured Content Delivery System:** Standardized release schedules, automated reminders, and coordinated session management
- 4. Performance & Reporting Framework:** Automated reporting on student outcomes, cohort performance, and revenue tracking
- 5. Reduced Key-Person Dependency:** Defined roles, SOP documentation, and system-driven workflows to reduce manual reliance

Situation



Solution



Outcome

“

“Everything used to feel scattered, from onboarding to content delivery. Clainel helped us connect the dots and build a system that actually works. Now our operations feel structured, predictable, and much easier to manage.”

Keren Achoja
Head of Learning



Outcome

Structured Growth Without Operational Chaos

Within 3 months of implementation:

- Student completion rates increased by 35%
- Team workload decreased through automation
- Reduced dependency on program coordinators
- Manual coordination reduced significantly across onboarding and delivery

Most importantly, the business transitioned from manual coordination to a structured, system-driven learning operation.

Situation



Solution



Outcome

Want Results Like This?

Clainel conducts Operations Audits for growing businesses experiencing operational strain.

We identify:

- Where inefficiencies exist
- Where revenue is leaking
- Where delays are occurring
- Where decisions are bottlenecked
- What should be automated
- What should be simplified

Then we design systems that support growth without increasing chaos.



Situation



Solution



Outcome