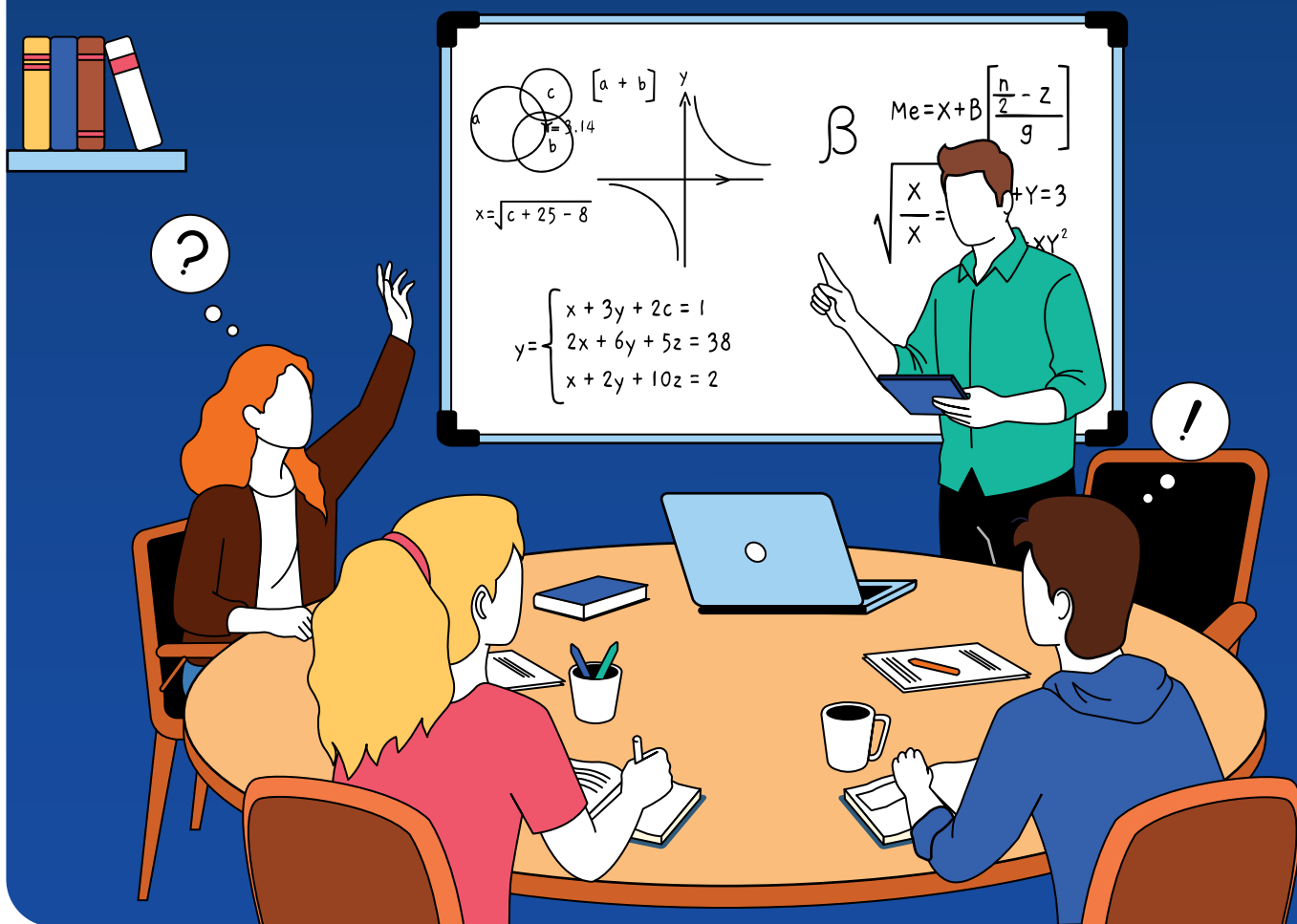


Toptutors: CRM Customizations That Power a Truly Streamlined Customer Experience





Introduction: About Toptutors

Toptutors is a platform that facilitates online homework help for Danish primary and upper secondary school students. The company was founded by Elmar Jóhannsson (CTO) and Hasan El Youssef (CEO) and has, among other things, appeared in the TV program *Løvens Hule*, where two investors further boosted the vision of accessible homework help in challenging subjects.

So far, 1000+ skilled tutors have helped thousands of families through Toptutors.

"We are just as much a technology company as we are an education company," says the company's sales and CRM manager, Nicolai Grimberg, in an interview with Zoho. With a focus on further development and growth, Toptutors has invested time and resources in building a digital infrastructure that can support the company's continued development. A central part of this system is Zoho CRM.

The Customer Experience with Toptutors

When a student is looking for a tutor, the person (or their parents) fills out a form on Toptutors' website. The form contains questions about schooling and subjects, as well as what the person would like to achieve with help from a tutor.

Based on this information, the student (or the parents) is contacted by Toptutors. Here it is assessed which course the person needs, after which a free trial lesson is arranged.



It's a bit like a conversation when you sign up for insurance. We talk with them and assess whether we can help them — and we can in 99% of cases.

Nicolai Grimberg,
Sales and CRM manager at Toptutors

After that, the student is matched with a tutor based on needs and academic goals. The rest of the contact between student and tutor, including the teaching, takes place via Toptutors' online platform. When hiring tutors, a similar process applies, where the person's competencies are evaluated before they are matched with students. After that, the rest of the collaboration takes place via the platform.

In this way, students, parents, and tutors all get a uniform and user-friendly experience that makes it easy to focus on homework help.

Behind the Experience: Streamlined Customer Journey with Zoho CRM



We know that the right teacher makes the biggest difference. But it is incredibly difficult to offer a personal match at large scale. That is why we designed the platform architecture with a matching algorithm that connects our CRM with our tutor platform.

Elmar Jóhannsson,
Co-founder and CTO at Toptutors

Students and tutors enjoy a seamless experience through Toptutors' platform, but according to Nicolai, 95% of the customer journey actually takes place in Zoho CRM. After an initial conversation, which takes place via an integration with Adversus, all details are transferred to the CRM system, where Toptutors has a specially customized Deals module with an overview of all students.

"We have a stage for every situation the customer can be in. That has resulted in us currently having 10–15 stages," says Nicolai, who elaborates: "We have so many fields because it gives us a conversion rate we can trust, and because we can track how many conversions we have from stage to stage."

These stages can be grouped under the following categories:



Potential customers

Payment: Handled via a Stripe integration and keeps track of, among other things, missing payments and error messages, so that the company can easily see if revenue is delayed or blocked.

Matching: Students and tutors are matched based on the information filled in at the beginning. This takes place via a custom function (see the section on automation).

Trial lessons: Keeps track of, among other things, when students' trial lessons are scheduled and when the first trial lesson is completed, so Toptutors can follow up on the experience.



Paying customers

Ongoing customers: Neutral stages where no action is required. **Challenges:** Signals that Toptutors can intervene to improve the customer's experience, for example when courses are paused, lessons are not carried out, or the student requests a new tutor.

Feedback: Used to collect valuable feedback that can be used to improve Toptutors' services.

Additional purchases: When students purchase more lessons or additional subjects.



Completed process

Completed course: When a course ends, Toptutors can easily see whether students have used all lessons or if they have lessons left over.

Did not become a customer: Collects information on potentially interested individuals who did not become customers. This can be used to improve the conversion rate in the long term.

For each stage where it is possible, Zoho CRM also notes how much pipeline value is involved. In this way, it is easy for the ambitious company to allocate time and resources where it makes the most sense.

Similarly, Toptutors has set up a module in Zoho CRM for following up on tutors. A number of stages ensure that the company always knows how many tutors are available for new and existing students.

Here as well, Toptutors' division is complex and specific to the company's individual needs, but can overall be divided into the following categories:



New applications:

New tutor applications are registered in Zoho CRM for further follow-up.



Screening process:

New tutors are screened in 3 stages, including a conversation with Toptutors to ensure that the person has the necessary competencies.



Active stages:

When new tutors have been integrated into the system, there are a number of active stages for tutors both with and without active students.



Onboarding:

New tutors are onboarded by Toptutors' team.

Toptutors' use of customized modules in Zoho CRM is integrated with the customer platform. Together, these ensure a streamlined digital customer journey for both students and tutors, with strategic involvement of Toptutors' employees. This forms a solid foundation for efficiency improvements and better utilization of resources.

Automation for Maximum Efficiency

By having a clear overview of all customers in all stages, Toptutors has the opportunity to let automation relieve manual work where it makes sense.

Nicolai reveals a few examples of automation that streamline Toptutors' daily operations:



SMS and email messages at new stage

When the customer is moved from one stage to another, the person automatically receives an SMS or email with a confirmation, additional information, or a call to action. "In this way, we make sure they have everything they need when they are moved forward," says Nicolai.



Updating stages when changes occur in a course

Customers can themselves pause courses or request changes through Toptutors' platform. When this happens, a webhook connection with Zoho CRM ensures that the changes are reflected in the system, so the company can maintain an overview, automatic messages are sent to the customer, and Toptutors' team can intervene where necessary.



Matching students and tutors for new courses

"The matching algorithm identifies tutor availability and academic competence across all our tutors throughout the country. It is a CRM function that is integrated with our own system. By building this on top of Zoho's infrastructure, we were able to scale the technical complexity without compromising quality," Elmar explains.

The student specifies which subject(s) they need a tutor for, at what level, as well as other possible requirements. "Mathematics in primary school is not so complicated, but biology A and Danish A can be a bit more difficult, so here it is important that we can find the 10, 20, 30 tutors who can help, so we can offer the course," emphasizes Nicolai.

Toptutors has developed a custom function that identifies which tutors have both the academic competencies and the necessary time to meet the student's requirements. When this function has generated a list, an SMS is automatically sent to all matching tutors informing them that a new course has been created.

When the tutor has been found and has accepted the course on the platform, both the student and the tutor are automatically moved to a new corresponding stage in the CRM.



Notification of possible customer churn

"We use some logic from stage to stage and have created some transitions, so that if something happens on the platform that indicates that a customer is not satisfied — for example that a student does not complete their monthly lessons — then they are moved to a stage where a risk of churn is marked," explains Nicolai.

The automatic movement from neutral stages to risk stages means that Toptutors can assign manual work where it is most critical. When a possible customer churn is signaled, Toptutors' employees contact the person to find out whether the experience can be improved and how.

These examples contribute to Toptutors' mission of prioritizing technological development that contributes to a better customer experience, a higher degree of customer satisfaction, and a more efficient business operation.

Conclusion: A Scalable System for an Ambitious Company

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We offer a fairly unique product. Where others might get away with a more standardized solution, we have had to make the system quite specific, so it has been really great that Zoho CRM can be customized so much.

Nicolai Grimberg,
Sales and CRM manager at Toptutors



Toptutors appears as an ambitious company with clear growth goals and a solid backing of investors who support the development of both business and technology. With a strong digital infrastructure – centered around Zoho CRM – the company has created a scalable setup that provides full overview of the entire customer journey and enables data-driven decisions.

At the same time, Toptutors does not stop at the CRM system alone. The company makes use of a broad ecosystem of tools, including Zoho Flow to build and automate workflows across systems, Zoho Cliq for internal communication and real-time notifications, and Zoho TeamInbox to handle customer dialogue in shared inboxes, which strengthens collaboration and overview. In addition, Zoho Mail is used for other external communication outside of customer contact.

Overall, Toptutors has built a coherent and future-proof technological platform, where automation, integrations, and data usage go hand in hand. This gives the company a strong foundation for continued growth, increased efficiency, and an even better experience for both students and tutors.





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