



Case Study: Learnopedia Academy

Case Study: Recording & Video Editing – Learnopedia

The Learnopedia is the booming institution for preparation of competitive exams and entrance exams of management courses, such as Bank PO, IBPS PO, Clerk, SBI PO, Specialist Officers, Staff Selection Commission, Railways, LIC, NICL and MBA CMAT, MAT also for Bankers on JAIIB and CAIIB exams. It has 12 well established branches and some about-to-open in Maharashtra.

Problem Statement:

With this big institution, lot of students are associated, who work full-time or part-time. For them arranging classes at their convenience time was hard for Learnopedia, so they were searching for the feasible solution, where neither the students not the lecturer would have to change their schedule. Learnopedia approached Brilliant's marketing team for a solution. Brilliant offered Learnopedia an excellent solution, to record the lectures from the experts, edit them and upload them as e-Learning videos on their website, restricting the access to only Learnopedia's students.

Solution:

Learnopedia chose Brilliant for these major features:

- Ease-of-use: no special IT training or hardware requirements.
- Reasonable price.
- Ability to use existing material/systems/ data.
- Accessible from anywhere, anytime.
- Saves time/ no schedule changes.
- Brilliant's technician to record and edit the videos.

Result:

The lectures aka e-learning videos on the website are available anywhere, anytime, so the students can view them as many time as they want. The videos are recorded with lecturers' convenience. The e-learning videos increased the enrollment in Learnopedia institute by 12% in a single year.