

# Enhancing Learning Experiences: CSAT in EdTech



White Paper



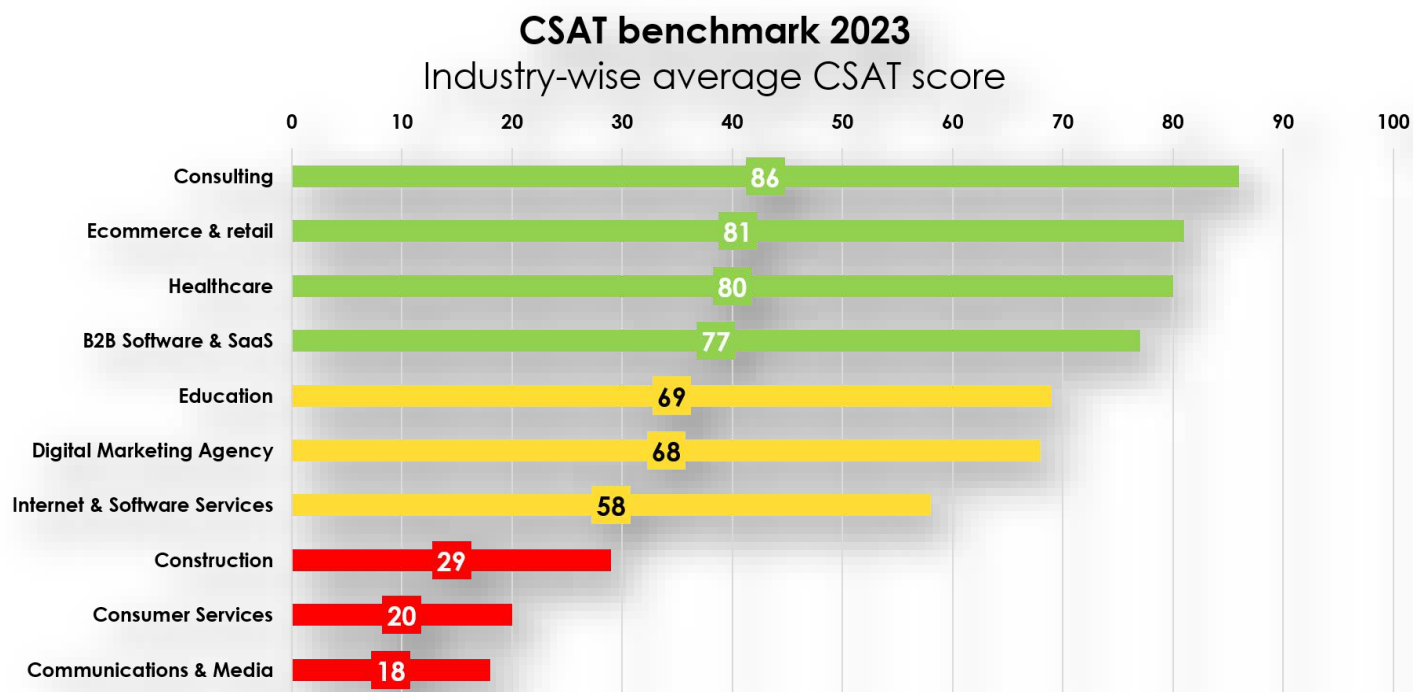
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# Enhancing Learning Experiences: CSAT in EdTech

## The EdTech Revolution

In 2022, the EdTech's market size was valued at USD 124 billion and is expected to expand at a CAGR of 18.59% during the forecast period, reaching USD 347.3 billion by 2028<sup>1</sup>.

The EdTech sector has transformed education by introducing innovative ways to engage students, personalize learning, and streamline educational processes. A key metric in this transformation is CSAT (Customer Satisfaction), which is essential in assessing and enhancing the learning experiences offered by EdTech companies.



1. **CSAT Growth Trends:** CSAT scores in the EdTech sector have risen steadily over the past years, with a 25% increase in satisfaction rates since 2020.
2. **Impactful Features:** 90% of users highly rate interactive learning tools, while 85% praise adaptive learning technologies for their effectiveness.



## How to measure CSAT (Customer Satisfaction)

**Customer Satisfaction Surveys & Forms**

**Social Media Networks & Online Reviews**

**Repeat Purchase & Customer Loyalty**

**Customer Churn Rate**

**Net Promoter Score**

# Importance of customer experience in the EdTech industry



**Contented Customers can be  
repeat customers**



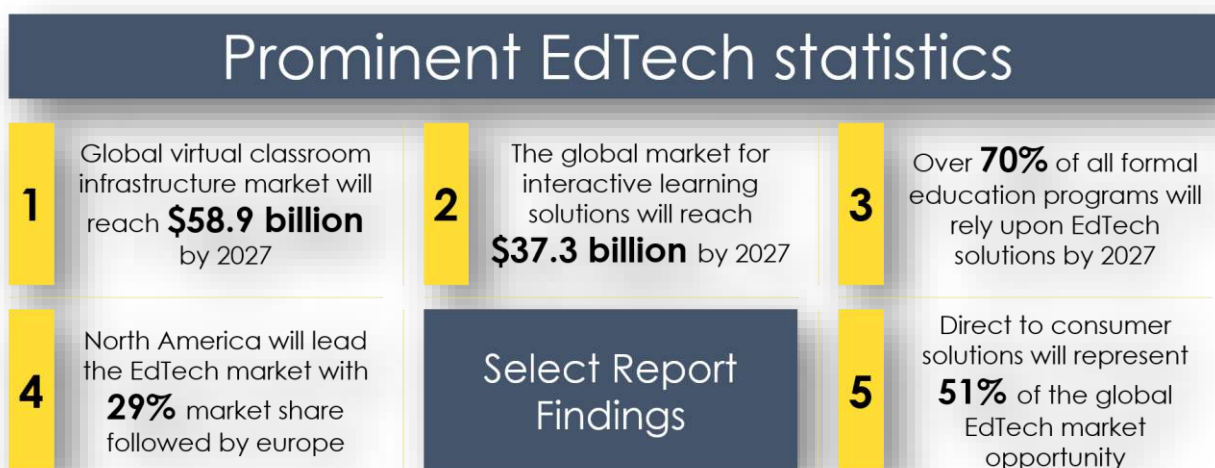
**Business growth through  
referrals**



**Felicitating customer loyalty  
and retention**

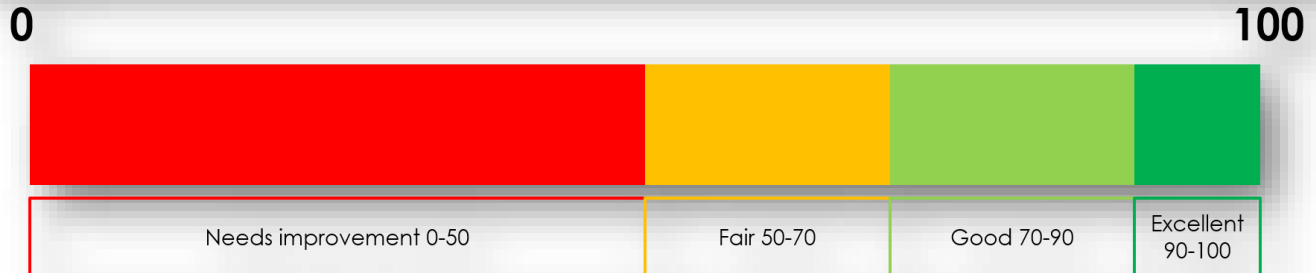
## Key Factors Driving CSAT

1. **Personalization:** Customized learning paths and adaptive content contribute to 80% of users' higher satisfaction levels.
2. **Engagement:** Gamification elements and interactive content boost engagement, leading to a 30% increase in positive CSAT scores.
3. **Accessibility:** Mobile-friendly interfaces and on-the-go learning options have resulted in a 40% rise in user satisfaction.
4. **AI Integration:** Anticipated 15% growth in CSAT with AI-driven personalized learning experiences.
5. **AR/VR Adoption:** We expect a 20% rise in satisfaction rates by integrating immersive learning technologies.



Generally, most estimates consider CSAT scores from 75 to 85 'good' CSAT scores, but this is context-dependent.

# What is a good CSAT score

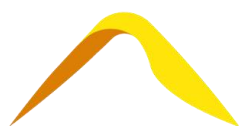


In conclusion, prioritizing CSAT in the EdTech sector is instrumental in delivering a practical and fulfilling learning experience. The EdTech sector can cultivate satisfied customers, contributing to their success and long-term sustainability. EdTech's focus on enhancing CSAT allows for a more accessible, engaging, and effective learning environment.

# Curious to learn more?

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