

# Helping a Leading Online Education Service Provider Revamp their Drupal Website

## HIGHLIGHTS



Better Online Presence



Secure Payment Gateway



Simplified Customer Service



Improved Global Exposure

## ABOUT THE COMPANY

The customer is a pioneer in empowering professionals to succeed in their careers. They champion forward-thinking and have the expertise of top industry experts on their side to deliver innovative and flexible online learning courses and inspire students to pursue their dreams. They provide an array of online courses and certifications tailored for working professionals and military personnel.

## THE CHALLENGE

- The customer was using Drupal for their old website and wanted to use the same platform for the pro-version
- The customer wanted to integrate Course Merchant with their website to be used as shopping cart checkout to enable online purchase of courses.
- Initially, the customer had a standard online presence. They had listed their available courses in the university and had to follow an old-school approach of receiving phone calls from people who were interested in these courses.
- They wanted to take full advantage of digital learning platforms and create a system that would allow them to display course details, enroll students, and complete fee transactions online.

## THE SOLUTION

- The customer approached us with their requirement and our experts created a blueprint for them before starting the development work.
- We created a separate domain for the customer and created the website wireframe from scratch. Design, functionalities, and even smallest parts of the layout were incorporated into the wireframe and shared with the customer for approval.
- We followed industry-best practices to create different sections on the website. They displayed seven courses, to begin with, and were laid out in a very detailed manner.
- After a visitor clicked on a particular course type, they were redirected to a page where they could see the different modules in the course and click any module to know more details about it.
- After configuring the courses, we also integrated their payment gateway with the website and allowed easy checkout options for the customer.
- The customer could add multiple course packages straight from the cart or could continue exploring the website to learn about other related courses before securely completing the transaction.

## THE OUTCOME

- As a result of the development solutions we provided, the customer established a strong online presence for their university. In addition, they were able to showcase their courses in a clear and concise manner online, thus eliminating the need to answer phone calls.
- It also made lives of their customers easier as now they could enroll for a course from anywhere across the globe by making quick payment online.
- Our solution also helped increase the total outreach they had and exposed their university to more potential students globally.