

# eTutoring Best Practices Whitepaper



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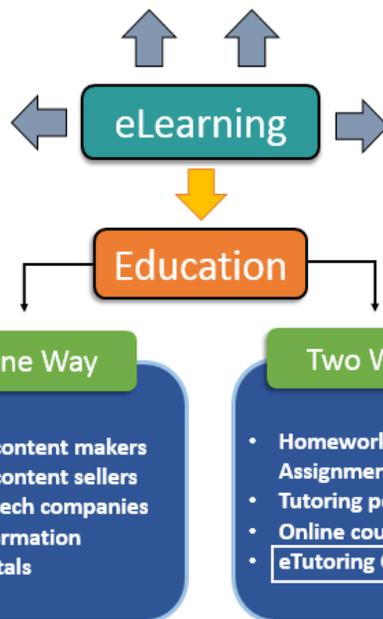
# 1 Introduction

The Global eLearning industry is estimated to be \$243.8 Billion with a CAGR of 5.08% by 2022 <sup>[1]</sup>

One to One & One to Many are the two most popular formats of eLearning

The Global Private Tutoring (One to One) industry is estimated to be \$103 Billion by 2018 <sup>[2]</sup>

eTutoring (Online – One to One Tutoring) Industry was valued at \$ 12 Billion in 2012 <sup>[3]</sup>



Well, all these facts and estimates sound interesting. We decided to further research and understand how the industry is performing today? Is it on the same growth trajectory? What are the Best Practices & Challenges in this space? And how the whole ecosystem feels about the industry?

## REPORT FOCUS

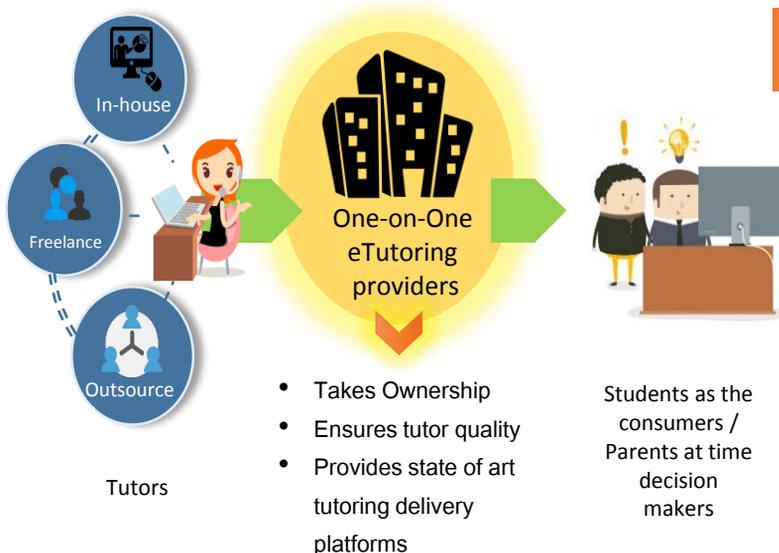
This report is focused on eTutoring / Online Tutoring which is one of the fastest growing and constantly evolving sub-category under eLearning. eTutoring has evolved as a growth industry in past five years, Improvement in broadband internet and communication technology have acted as catalyst for this growth.

## RESEARCH METHODOLOGY

We had conducted exhaustive web research and have reached out to leading eTutoring companies and online tutors via survey and telephonic interviews to understand and discuss their perspective on the industry and share Best Practices and Challenges with eTutoring companies and Tutors via this report.

## eTutoring ECOSYSTEM

The industry is driven by Students as consumers, Parents as decision makers (most of the time), tutors at the delivery side and the eTutoring providers ensuring the trust & experience of One on One private tutoring online by providing quality tutors, quality content and a robust & easy to use platform to deliver and consume the content.





## 2 eTutoring Industry Facts and Trends

Before we dig deeper into the latest trends and best practices within eTutoring industry, let's do a quick recap of last five years :

- Less than 250 players as a result of M&A, Correction and Consolidation. <sup>[10]</sup>
- With an optimistic est., industry is under \$5 Bn & continues to grow. \*

2015-16

- InstaEDU acquired by Chegg for \$30 Mn. <sup>[8]</sup>
- WyzAnt acquires Tutorspree from its \$21.5 Mn funding round. <sup>[9]</sup>

2014

- InterActiveCorp acquires Tutor.com for just \$40Mn. <sup>[6]</sup>
- Pearson completes 100% acquisition of TutorVista. <sup>[7]</sup>

2013

- eTutoring industry valued at \$12 Bn. <sup>[5]</sup>
- Macmillan Digital Education acquires Math's Doctor to enter UK eTutoring Market. <sup>[11]</sup>

2012

- 450 plus eTutoring companies and growing. <sup>[10]</sup>
- SmartThinking acquired by TutorVista and Pearson. <sup>[4]</sup>

2011

\* Consolidated numbers of existing 200 odd eTutoring companies suggests that overall business carried out is around \$5Bn in 2015, this is also considering M&A , new start-ups and funding activities. We would be glad to answer your queries, please [book an appointment with our Lead Analyst.](#)

### Growth Industry: Trust, Quality & Experience!

***eTutoring will continue to grow irrespective of competition from online platforms or other emerging new categories, this industry is all about trust and eTutoring service providers take the ownership of controlling quality of tutors and quality of content to deliver an experience similar to private tutoring that parents and students expect.***

**- Venkat Phanikiran,  
Academic Head, Schoolpage.me**

## INDUSTRY TRENDS

- **M&A** – Bigger companies acquiring and gaining larger market share in existing markets & entering new markets.
- **Tutoring Hub** – Market Place connecting Tutor to Students.
- **Tutor Quality** – Student ratings, certifications and credentials have become parameters of tutors quality check.
- **Large players** – Google & Amazon expected to enter LMS (Learning Management System) and VLE (Virtual Learning Environment) Space.
- **Pricing Model** – Subscription based pricing is becoming more popular over pay-per-hour model.



### 3 About eSolve Knowledge Services Pvt. Ltd. (Report Sponsor)

eSolve has been helping eTutoring companies for last 8 years. eSolve has been the pioneer in understanding the pain points of eTutoring companies and creating solutions & process, to address them. eSolve was early to realize a need for a Centre Of Excellence (COE) for delivering Online Tutoring due to the challenges faced by the conventional delivery model adopted at early stages of the industry.

#### Growth Mantra for eTutoring Companies: Maximize CLV!

“ **Organizations which can create operational efficiency & convert it into indirect revenue by creating repeat customers shall prevail in the long run. Maximizing Customer Lifetime Value (CLV) will be at the core of things to come.** ”

**- Tanmay Chandresa,  
Founder & CEO,  
eSolve**

[Click here to Know Tanmay's perspective of eTutoring Industry](#)

## eSolve Highlights

- 400,000+ hours of tutoring executed for eTutoring companies
- 150,000+ hours of tutor training
- Education content development capability
- Capability in tutoring Math, Physics, Chemistry, Statistics
- 24 x 7 Delivery capability
- Problem solving and Curriculum capability

## Services Offered:

### eTutoring Delivery Support includes

- Creating eTutoring team
- Tutor Hiring
- Tutor Development
- Tutor Quality Management



### Ed Content Development

- Work Sheets
- Theoretical Material
- Problems with Solutions
- Exams, Quizzes & Tests
- Customized Materials



## 4 Survey Statistics

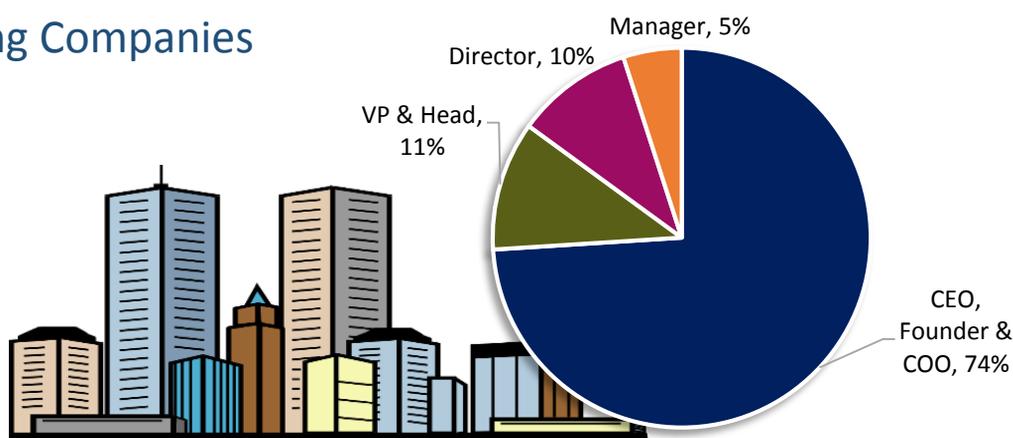
To find out more about eTutoring Industry's Best Practices and Challenges we reached out to eTutoring companies and Tutors.

- We reached out to 200 plus eTutoring providers and got more than 35 responses in the form of Survey and Telephonic interviews.
- We reached out to Tutors to understand their perspective and got 100 plus responses.



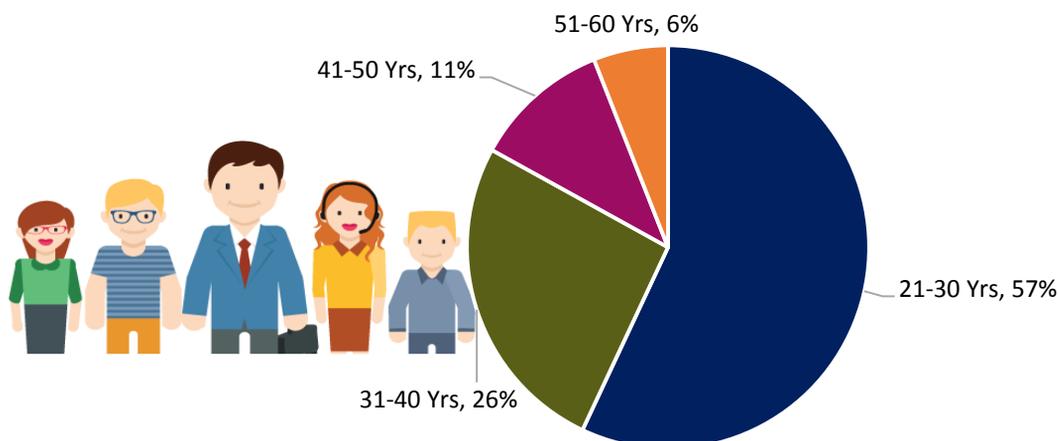
### Survey Respondent Statistics

#### eTutoring Companies



“ **The skill of Tutoring, will always be at the core of this business, no matter how strong the technology becomes. It will always be the second most important element which must strive for making the life of the student, tutor and the business, comfortable and convenient. This must be done by continuously inventing better ways of data transfer, storage and retrieval in this whole process of tutoring and managing its business.** ”

#### Tutors





## 5 Industry Deep Dive - eTutoring Company responses

### Top 3's of an eTutoring organization

#### Organization Priorities



#### Tutor Skills



#### Type of Tutors



#### Desktops, Laptops, Tablets and now Mobiles phones!

“The screen has been shrinking and the maneuverability and flexibility, increasing. The time is not far when there will be breakthroughs in technology which will eliminate screens, making students and tutors virtually staying with each other, at a length of a small gesture, in air. This will change the whole definition of the studying environment.”

✓ 75% of eTutoring organizations surveyed, consider tutors with a Master's degree.

✓ Tutor training period at eTutoring companies takes minimum **2 weeks**.

✓ Recruitment conversion rates for eTutoring companies is observed to be less than **5%**.



#### Biggest Challenge: Efficiency!

“Efficiency is one of the biggest challenge that eTutoring providers will face in coming years. One on one tutoring would need lot of tutors as the number of students goes up, I think reusing the session or A.I. will help scaling the eTutoring service since there will be limitation in-terms of physical tutors.”

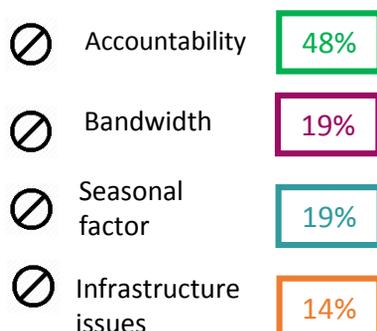
- Katshuhito Mihashi,  
Co-Founder, mana.bo Inc.

### Challenges in an eTutoring organization

#### With internal tutors



#### With external tutors



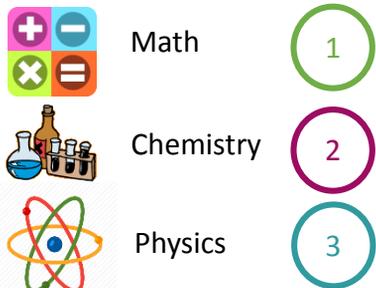
#### Keys issues observed with External Tutors :

- ➖ More than 50% of freelance tutors leave job without any reasons.
- ➖ Tutor attrition/ turnover takes place within 3 to 6 months of joining.
- ➖ Managing shifts of freelance tutors is also a big bandwidth challenge.
- ➖ Continuous power supply & internet connection is an infrastructure issue with most of the freelance tutors.

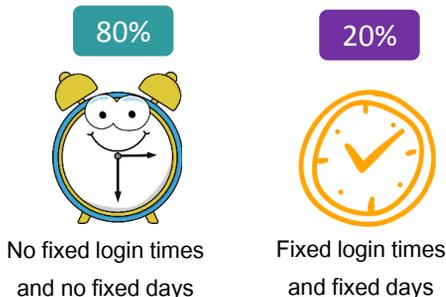


## 6 Industry Deep Dive - Tutor responses

### Top eTutoring subjects



### Shift timings



### Shift timings change



- More than **50%** Tutors surveyed, find their eTutoring organizations supportive in resolving technical and subject related issues.
- 64%** of Tutors say that their eTutoring organizations help them to improve on subject knowledge by taking training programs.
- 80%** of Tutors say that they are satisfied with their jobs as an online tutor.

### Top 3 reasons to join eTutoring

- Source of extra income
- Flexible timings
- Want to peruse online teaching as a full time career

### Top 3 aspirations from eTutoring



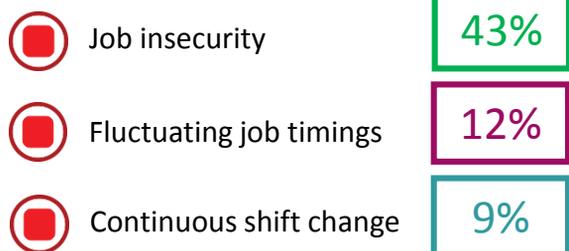
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| 36% | Extra income source                     |
| 27% | Tutoring as the full time career option |
| 21% | Tutoring as additional career option    |

### eTutoring a Full Time Career or Not?

**It may be for some, not for others. This is largely a function of the financial needs of the individual, and their geo-location, that is, reflecting the cost of living in their local economy.**

- An eTutoring industry Insider

### Challenges



### Popular job reference sources





## 7 Expert's Perspective – Tutoring Practices

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Has eTutoring become a full-time career option or is it still an extra source of income?

We got mixed responses to this question. Some believe it will remain a good extra source of income and some think it can be a full time career option. Depending on the financial needs and cost of living, it's an extra source of income for the full time practitioners and can become full time source for young professionals who want to start a career in eTutoring.

eTutoring is also now a viable career option for women from developing countries, as they can take care of their responsibilities at home with the flexibility of time to work.

?

How do you manage the quality of tutors working with your organization?

Recruitment process in most of the companies include screening for basic Qualifications, Certifications, Master's Degree and Subject Expertise. This is followed by checks on Communication, Technical, Teaching and Soft Skills to find the right tutor-student fit.

Tutor training includes technical, academic training and mock sessions post onboarding. Tutoring sessions are monitored on an ongoing basis to check for quality and also students are given option to rate tutors. This ensures that tutor give their best at every session to maintain consistent good rating.

### Way Forward...

**“ People are becoming more and more comfortable in learning from a screen and it's only a matter of time before all the learning shifts to a screen. If we think of a future scenario on education, all of the learning is going to be on the screen and schools and colleges are going to be point of contacts, meeting people and conducting exams. ”**

**- Dr. Rajashree Krishnaswamy  
Founder & CEO,  
Catalyze Center for Learning**

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Are you able to support tutors with technical / support related issues?

Most of the companies have set up in-house Subject Leads to support tutors with subject related issues. Some leading companies provide in-session support with Subject Leads. The technical support is mostly provided on need basis mostly by platform partners.

Some companies also believe that Tutors that need such support tend to disqualify themselves for other reasons.



## 8 Expert's Perspective – Industry

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What is the biggest challenge you think the eTutoring industry is facing?

As per some companies, Tutor Quality and Tutor scarcity would be the biggest challenge, as there are only limited number of qualified tutors and everyone is targeting them. One possible solution is to replay sessions for analysis.

Pricing was also highlighted as a challenge by many companies, as funded start-ups are aggressively spending marketing dollars and discounting the prices coupled with free sessions as a market penetration strategy.

?

Do you find Tutoring hubs / market place as a threat to the eTutoring companies?

Most of the companies believe that online tutoring needs to establish trust between students and tutors. This is only possible in a controlled environment with adequate subject and technical support. This comes as a strong value proposition which eTutoring hubs, at present, are unable to offer.

### Tutoring Hub VS Specialized Experience!

***Building a tutoring hub - or open marketplace - is a great way to quickly create a large network of tutors, but this is easy to do. The winners will be those networks that can provide the best technology coupled with world-class tutors. It's one thing to provide a hub and another thing to provide a truly specialized learning experience.***

**- Dave Frey,  
Co-Founder, Skooli**

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What would be the biggest game changer, in the coming years for eTutoring industry?

Evolving technology companies shall bring better eLearning and face-to-face experience. Large tech players like Google and Amazon may be releasing their own platforms in this space.

The shift from textbook based learning to screen based one, is now taking place in developing nations as well and further moving to smaller screens like a tablet could be the next big game changer for eTutoring.

## 9 Sum and Substance

### Industry

Surprisingly, an industry with large M&A and Funding taking place is still under \$5 Bn. This is a result of Correction and Consolidation that has happened in the eTutoring space in last 5 years. This space is showing a lot of promise on the growth but the ratio of the prospect enquiries to actual session is inconsistent.

Different geographies and target audience may be the reason for it. The industry is driving in the midst of creating awareness about itself and gaining high popularity. Most of the technologies implemented is either home grown or a mash-up at present which also indicates lack of platforms. The industry is gaining newer markets and creating awareness about itself with initial business potential. Online Tutoring has a good growth potential once the right ecosystem is established.

### Best Practices

We observed that eTutoring organizations have heavily invested on technology supported by recruitment and tutoring processes to gain & maintain trust of students and parents by aspiring towards providing high standards of tutoring and good quality tutors.

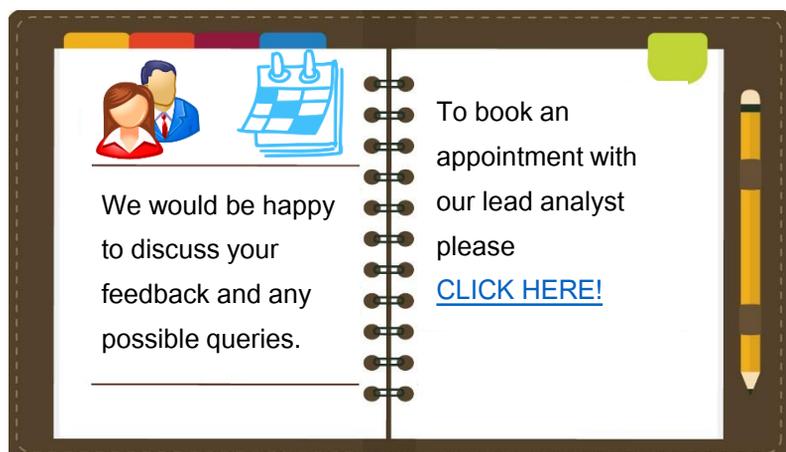
### Challenges

It has also become the biggest challenge for eTutoring organizations to scale up matching the demand, due to scarcity of quality tutors that fit to their benchmark hence industry depicts a disturbed supply-demand equilibrium.

#### Strong Ecosystem needed for Sustained Growth!

*With 200+ eTutoring companies and huge demand for online tutoring, the eTutoring industry is poised for a consistent growth. This is only possible through robust and cohesive ecosystem of tutors, technology and partners. The mindset of both Business Leaders and Tutors to bring about necessary changes is one of the key focus of this report.*

**- Santosh Abraham,  
Founder & Lead Analyst,  
Research NXT**



### About Research NXT

Research NXT, is an innovative Market Research company that provides free, unbiased and in-depth research on trending Enterprise Technology topics to Business Leaders.

Visit [www.researchnxt.com](http://www.researchnxt.com) to learn more about Research NXT.



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