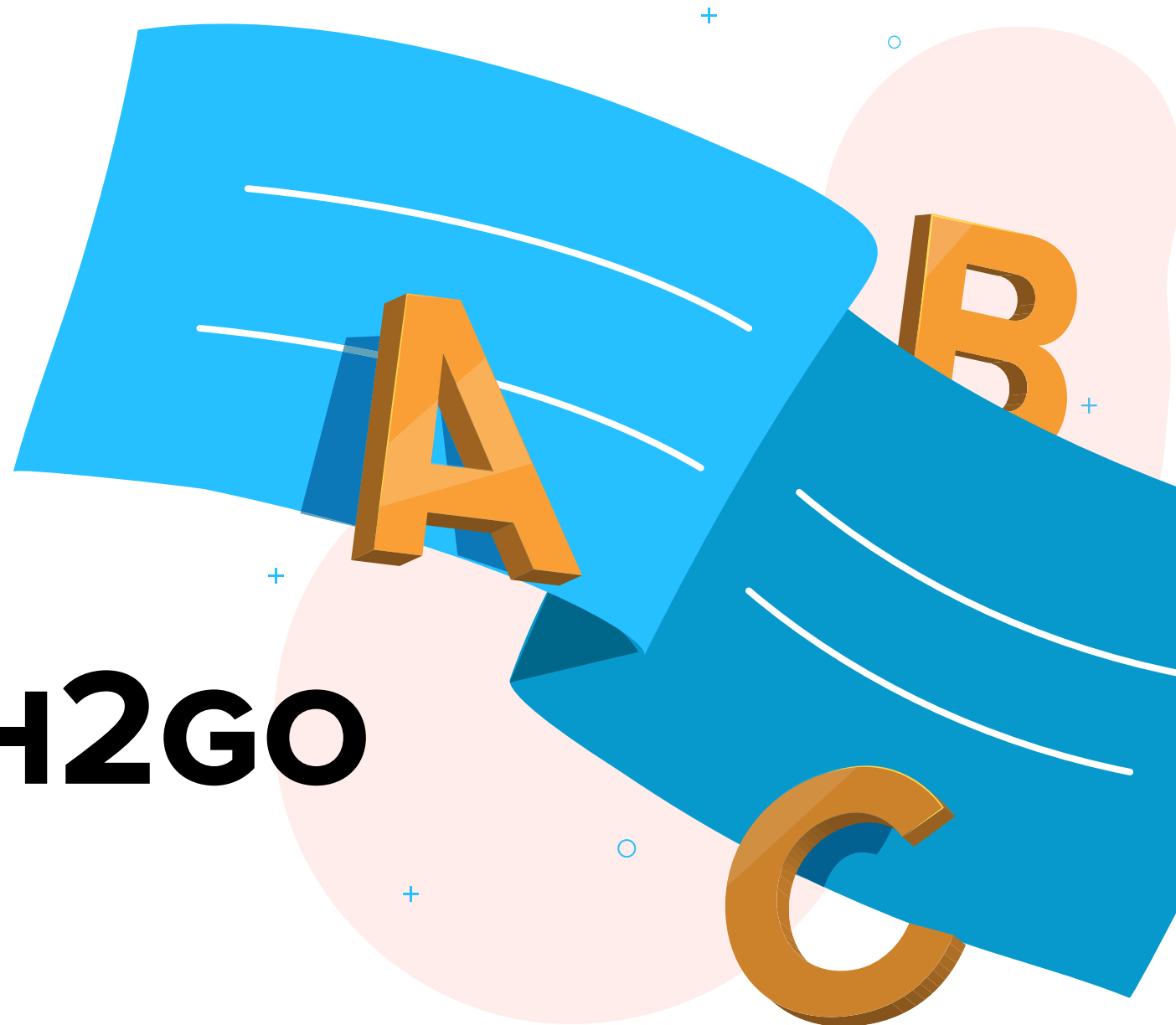


ZOHO Creator

ENGLISH2GO



Teaching English to the corporate world.

There's no escaping the fact that, to survive in the corporate world, we need a universal tongue. And English, which borrows bits and pieces from many different languages, evolved as the natural choice for a lingua franca.

However, importing the language to corporations in countries who had little exposure to English was altogether another challenge, one that required meticulous planning and execution.

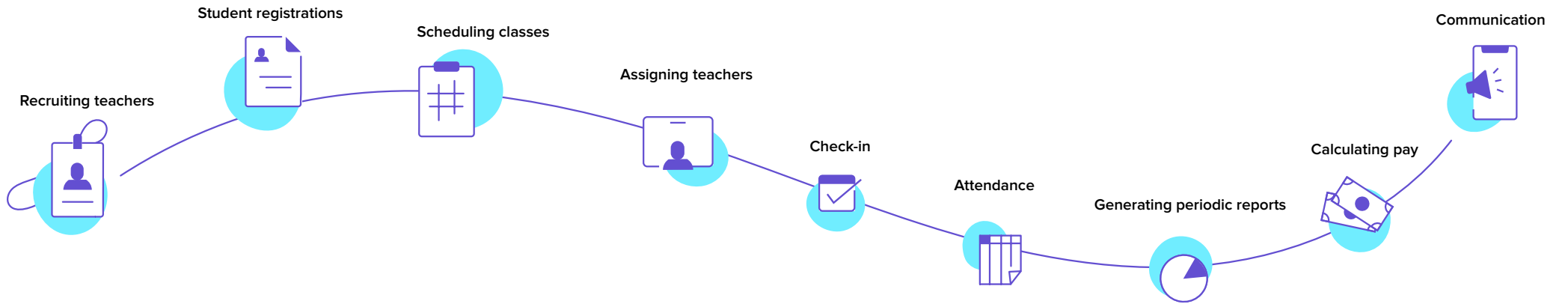
At a time when non-English-speaking countries were grappling with the new language, an entrepreneur named George Thiess founded English2Go, an academy that teaches English to corporates in Costa Rica. The response was immediate and massive, and English2Go quickly became the go-to institution for companies that were looking to improve their English proficiency.

Helping businesses break the language barrier.

English2Go's mode of operation is quite unique. Thiess hires native English speakers who teach corporate workers, as well as individuals and households. The teachers are either from around town or are hired on a contract basis from other places, and there may be anywhere between 12 and 20 of them at a given time. The teachers are hired as needed; when there's a surge in requests, the teachers hired increase in proportion.

Thiess then schedules classes and assigns the teachers to them, after which they travel to the venue and teach the classes.

For every lesson they give, teachers and students log their attendance on sheets for Thiess's reference, who then decides the teachers' pay based on the hours logged.



The menace of paper time sheets.



In an institution where teachers are required to work away from their office, maintaining accurate records of classes taught and hours spent is paramount.

In the first ten years of operation, teachers and students did their logging on paper time sheets.

And in doing so, they ran into countless problems.

Bits of data everywhere.

With a growing clientele, it became increasingly difficult to draw coherence from data scattered across time sheets. Thiess and his team had to spend five to six hours every week for two weeks to compile all that data into reports. This flagged the frequency of reports at one set every two weeks, and with growing data, caused large delays in reporting.

Huge gaps in information were caused by manual errors, which made us look extremely inefficient.

George Thiess
Founder, English2Go

Chaotic cancelling and rescheduling.

When a student or a teacher cancelled a class, they were required to pass the information on to the party concerned. They then entered details of the cancelled class with the reasons for cancellation on the time sheets.

For the amount of classes that averaged around 50 to 60 a week with different teachers, paper time sheets were wrought with confusion. Sometimes, teachers would miss filling out the sheets or enter the details wrong, and this stirred up quite a storm in determining charges and salary payments, as they were calculated based on the number of hours taught.

The problem was further exacerbated by manual errors in calculating pay, causing untold chaos.

The admin, at the behest of teachers and students, would schedule compensatory classes to make up for the lost hours. But the details of classes lost and rescheduled were scattered across multiple time sheets, and keeping track of them was a Herculean task.

Huge gaps in communication.

Since teachers are required to travel to the student's location for classes, communication is key. Passing on information was via email or phone, which had to be done individually, causing unnecessary delays. The problem blew up when a student canceled a class, and the information reached the teacher while they were on their way, in which case the journey was all for naught.

Aside from the wasted travel, there was also the problem of the cancellation time. Classes canceled after a certain cut-off time entitled the teacher to full payment, while those done before warranted rescheduling.

Since there was no way to track cancellations in real time with paper, they were a perpetual point of contention.

The quest for viable software.

The menace of paper sheets drove Thiess to search for software alternatives. No single software, however, offered what he wanted. He had to employ multiple software for his various requirements, like attendance and appointments, and they didn't come cheap.

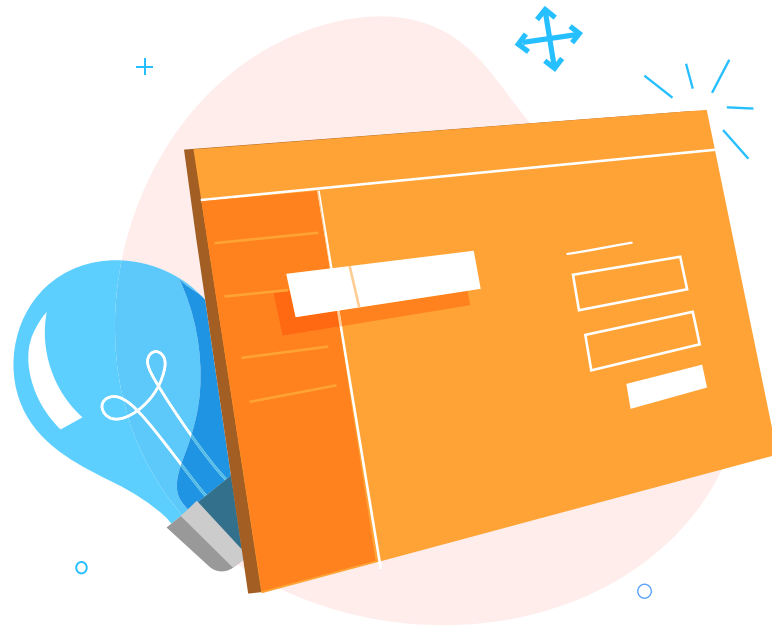
One of the software companies we approached originally quoted \$4000 to develop the application, and later increased their price to \$16000, with no real changes in the requirement and without any explanation. This was very frustrating for us.

George Thiess
Founder, English2Go

Zoho Creator: when a revolutionary concept meets the right software.

I had the idea conceptualized 10 to 11 years ago. I wanted something off the shelf, but nothing was available that met my business needs.

George Thiess
Founder, English2Go



Thiess's relentless search finally led him to Zoho Creator, and he never had to go anywhere else. With just the one app he built on Creator, he had all of his organization's needs met, and then some.

Course Management.

The app is an amalgamation of modules for all processes, from scheduling classes to paying teachers. Each module has its own forms, reports, and scripts to automate workflows. The app, apart from streamlining disconnected processes, also reinforced communication between the admin, teachers, students, and HR managers.

An end to conflicting schedules.

When the admin sets a class schedule, it gets populated in a calendar report along with the assigned teachers. Conflicts are avoided by sending automatic alerts when there's an

overlap in the classes or teachers.

When an instructor completes their class, they key the class details in to the app, which then updates the teacher on the remaining classes for that period. The app also calculates teachers' pay based on the hours logged, spelling the end of manual errors.

Explicitly defined roles and permissions.

The app clearly demarcates stakeholders into roles, with each one given a specific set of permissions. Actions like creating courses, scheduling classes, assigning teachers, and approving join requests from students can only be done by the admin.

This way, the confusion arising from unwarranted changes by multiple users is avoided.

Chaos-free cancelling and rescheduling.

The admin can track the cancellation of classes in real-time and decide the payment based on it. When students cancel a class before a certain cut-off time, they have the option of rescheduling it to within two weeks of the original class. The app sends reminders every five days until the class is rescheduled. If the class is cancelled after the cut-off time, the app automatically emails a copy of the cancellation policy to HR, and the teacher gets their full pay.

All scenarios are tracked on the app. Teachers get paid twice a month. The app automatically calculates their pay based on the hours logged.

George Thiess
Founder, English2Go

Real-time reporting.

Reports are not just instantaneous, they're interactive, too. As soon as a teacher finishes a class, they log in to their portal and update the status of the class by clicking a button on the report.

The class statuses, like completed, cancelled, and rescheduled, are indicated by different colors, enabling users to view information at a glance.

**We now get reports in real time.
We just have to glance at them,
and we get all the information
we need.**

George Thiess
Founder, English2Go

The admin has access to the overall reports, while teachers and students get only the pertinent ones. Being online, the reports can be pulled out instantly, whenever there's a requirement.

What's more, reports can be compiled and generated based on a set schedule or as needed.

Seamless communication.

Whether delays, cancellations, or reschedules, the built-in email and push notification feature makes sure information reaches the right people at the right time. This has significantly reduced the losses

incurred in wasted journeys for teachers and students, both in cost and time.

Personalized spaces.

The customer portal feature equips the admin, teachers, and students with portals which they can access by logging in to their respective accounts. Users can view relevant schedules, update information, send notifications, and more, all from one spot. And the best part? Users can log in from their mobile phones, anytime and anywhere.

Taking English to the world—how Zoho Creator helped English2Go go global.

The app shook up the way English2Go was managed and gave it a new lease on life. With an incredible increase in efficiency, Zoho Creator packed Thiess with the confidence to take his business global.

What started as a tiny enterprise in Costa Rica is now doing business in Vietnam, China, Nigeria, and Bulgaria. One of Thiess's customers put it this way.

**No one else had the
online tracking that
you have
shown us.**

Way to go, English2Go!

About Us

At Zoho, we believe that no good deed should go unrewarded. Your objective is undeniably arduous – we'd like to lend you a hand! Zoho Creator provides you with tools that will enable you to make running the show an exceedingly elementary task. See for yourself!

zoho.com/creator/

We'd love to talk!
Reach out to us:

ask@zohocreator.com

