



Case Study:

Gupshup increased Doubtnut's tutor-student engagement rate by 260% with WhatsApp chatbot

Doubtnut, a subscription-based edtech platform, leverages WhatsApp to improve the experience of learning Mathematics and Science for students.



Introduction:

The educational platform [Doubtnut](#) leveraged WhatsApp to help students overcome the difficulties in using its app. The result was a more streamlined experience that improved the student-tutor engagement manifold.

The Challenge:

Students in need of guidance with STEM-related matters, could take pictures of their questions and upload them on the Doubtnut website or the mobile app. A sophisticated optical character recognition matched the students' query with pre-recorded content in the Doubtnut database, to display the most appropriate response. However, most Doubtnut users were from economically developing Tier-2 Indian cities, with limited access to smartphones or data plans capable of handling the app's heavier interface.

To prevent these learners from dropping out, the Doubtnut team sought a fast and efficient way to serve the students and maintain contact with them. With WhatsApp being one of the most popular communication channels in India, particularly among the younger lot, Doubtnut worked with conversational messaging provider [Gupshup](#) to develop a chatbot powered through the WhatsApp Business Platform.

The Doubtnut WhatsApp Chatbot:

The chatbot retains the core functions of the Doubtnut platform, with a streamlined and easier-to-use interface that allows users to enjoy a seamless experience even after uninstalling the app. Students could send their questions via WhatsApp and receive links to five solution videos, with options in 11 different languages, in all of 10 seconds.

The platform takes in queries from the students' local languages and matches their text with a database of pre-recorded videos, to provide the most appropriate answers. Live classes and preparation sessions for students taking regional board exams are noteworthy features as well.

Through APIs designed by Gupshup, the bot can even follow up with students who have received their five solution video links by inviting them to take a 10-question quiz and test their knowledge. With the speed of WhatsApp, students get their results in real-time, and, if need be, can ask follow-up questions.

Impact of the WhatsApp Chatbot:

Doubtnut launched an aggressive marketing campaign to promote its new WhatsApp channel, because of which the chatbot witnessed a **260 percent spike in engagement** among learners in under two months; the number of questions received over the chatbot **skyrocketed from 30,000 to 80,000 per day**, in a short span of 45 days. In less than a year, **an average of 1.8 million messages** were sent to learners every day.

60 percent of the learners sending questions interacted up to 130 days at times.

With a **95 percent user satisfaction rate**, the approximate increase in the number of daily users for the chatbot, was a staggering **224 percent**.

Roadmap Ahead:

The powerful response from learners has inspired Doubtnut to create newer avenues for enabling better learning outcomes. While the partnership with Gupshup remains intact, the Doubtnut team seeks to help regional governments across India use WhatsApp as an end-to-end education platform to seamlessly deliver notes, course content, and schedules—or even conduct assessments.