

## MAXICOURS.COM

### Maxicours puts video chat at the heart of its online tutoring services, to provide valuable help for students of all ages

#### Overview

Founded just over 15 years ago, Maxicours is now the leading e-learning platform in France. More than 200,000 have already subscribed to its services which give pupils access to a large database of educational and extracurricular resources.

Maxicours students have access to help forums and online educational resources with over 4,000 video classes, 20,000 worksheets, 100,000 interactive exercises, 700 animated illustrations and 2,500 corrected assignments.

#### Challenge

The worldwide online education market is largely dominated by the United States, in part thanks to a real digital culture and high investment by public institutions.

Although the French market represents only 2% of the worldwide market, a *real revolution is taking place* on this side of the Atlantic. In 2012, clearly understanding the stakes at hand, the French Ministry of Education took on an ambitious strategy to push education into the digital age.

Maxicours is now one of the main players of this revolution. In early 2015, the company decided to expand its online platform to meet its students' growing needs. From the comfort of their home, they can now contact qualified teachers for occasional tutoring sessions and get help on a specific exercise or homework assignment.

In 2015, Maxicours' goal was clear: to become the first French educational platform with an integrated online tutoring solution

As Andréa Ferreira, Educational Section Manager at Educlever explains "When we set up this service, the main difficulty was finding a solution that included features that meet both the students' and teachers' needs."

With its interactive features such as screen sharing, instant calling, and video and audio chat, which help build trusting relationships between teachers and students, Stryng solution appeared to be the most suitable to meet Maxicours' needs.

**3million**  
unique monthly visitors



# Solution

Stryng solution was first integrated into the Maxicours platform in March 2015. It enabled struggling students to access online tutoring services via video and text chat. Teachers from France's Ministry of National Education are available every weeknight from 5 to 8pm to assist students with school work and prepare them for exams.

Thanks to a combination of video chat and collaborative tools, students get clear, quick and personalized answers from dedicated teachers, who can share their screen and correct homework assignments live. Teachers can also send students videos or course notes to help them understand a particular subject or concept.

Elementary students can get help in all subjects, while middle and high schoolers have access to support in Mathematics, French and English. Tutoring sessions last on average 10 minutes, which is usually just long enough to help students reach a level of self-sufficiency.



"Thanks to the videochat module implemented on our learning support website, our users can interact with certified teachers in real time and ask them questions live. The quick response times and enthusiasm associated to direct contact are of key importance to the success of our online assistance service."

Andréa Ferreira,  
Education division manager



"There is huge demand for this service. We have been testing the solution since March and it has been well received by users looking for occasional assistance. On top of our online discussion forum, which provides mutual assistance between students, the remote real time assistance from our teachers has proven to be very beneficial for our students and has increased their motivation."

Benjamin Patrice Magnard,  
Chairman, Maxicours



# Results

More than 1,000 students have benefited from live tutoring since the service first launched, and results are very encouraging: more than 90% leave positive feedback and more than half come back for more video tutoring sessions.

In view of this success, Stryng and Maxicours are continuing their collaboration with the same goal: to further improve students' tutoring experience. The videodesk and Maxicours teams are working together to develop new features such as a shared whiteboard and the possibility for a student to schedule a video chat in advance with a teacher.



I really liked this service. It usually takes me hours to understand a text but you made it easy.

Julie - 8th grader



The tutor was great and I like the video assistance feature. Thank you :)

Mélanie - 7Th grader



Good teacher. This service is very helpful!

Jordan - 4th grader

## ABOUT STRYNG

**Stryng gets you closer to your clients. Our client messaging platform strings messaging, audio, video, screen-sharing and collaborative moments into one single, continuous conversation so that companies can communicate over time with their clients in the most personal, convenient and productive way possible.**

*Stryng also offers PCI-compliance to protect your clients' confidential data during live conversations.*



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