agora

Deliver Customized, Deeply Engaging Online Tutoring Experiences

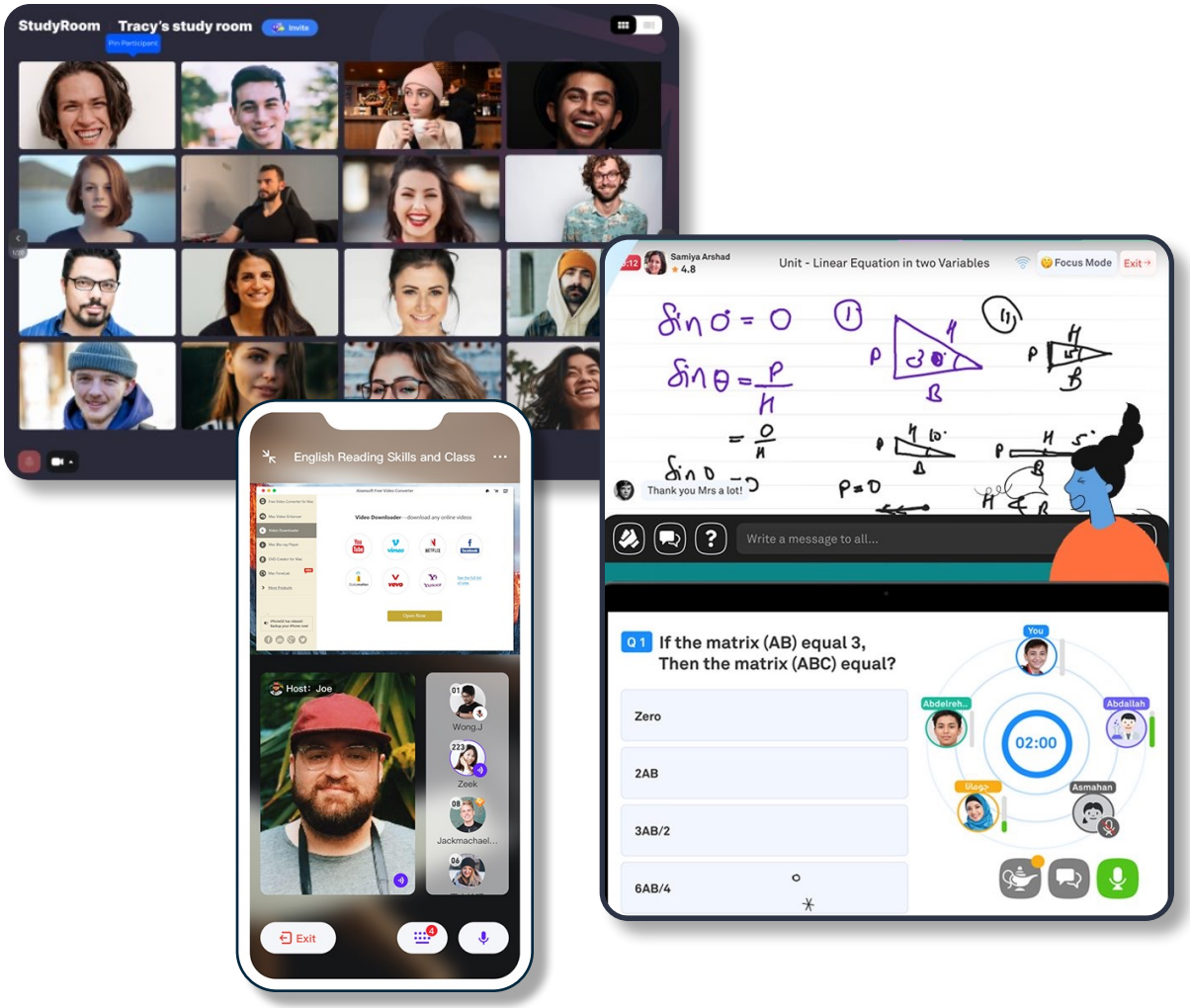
www.agora.io

With students facing wider achievement gaps than ever, online tutoring is a critical resource for families—and a rich market for providers. By providing live, personalized learning for individuals and small groups, online tutoring companies can guide students to master challenging material and reach their full potential.

To drive learning outcomes, student engagement, and user retention, online tutoring companies need to enable a rich, synchronized experience that lets educators draw on a broad spectrum of resources and techniques. But all too often, students and educators alike are left unsatisfied by the limitations and inflexibility of one-size-fits-all software-as-a-service (SaaS) video conferencing solutions.

Educators and families need more engaging online tutoring solutions—with more ways to teach, inspire, and support students. Online tutoring providers need more from the platform they use, including the flexibility and control to create truly differentiated experiences that improve student success and retention.

Now it's easier than ever for online tutoring providers to build their own customized solution—and break free of the constraints of SaaS.



Why standard SaaS video conferencing tools fail at online tutoring

As online tutoring providers work to close achievement gaps and grow their business as a vital part of the education ecosystem, they face critical challenges building products to enable live tutoring. In some ways, this is a classic buy vs. build conundrum—one where both approaches pose significant problems.

On one hand, you can **take the buy approach**, using a SaaS video conferencing solution like Zoom or Microsoft Teams to get up and running quickly with minimal overhead. However, this option quickly reveals several drawbacks:

Inflexibility – SaaS solutions are hard-coded, making it impossible to customize for your specific use cases or even brand the interface with your own logos and design. You also can't include business-related logic like setting the duration of each class, sending system announcements when a class is nearing the end, or rewarding students for their work. You end up yielding control of your products and services to the SaaS vendor.

Friction – With no way to integrate the SaaS conferencing tool into their main tutoring app or portal, providers are unable to offer a seamless experience for students and educators. Instead, your users have to switch between apps or browser tabs and use a separate video conferencing interface during their journey. This can be highly distracting for students and detract from their learning experience.

Insufficient data – To evaluate the effectiveness of an online tutoring program, educators need solutions that allow them to capture and analyze detailed data on student attendance, participation, and engagement. These metrics are especially important when working with schools and school districts that need to measure the ROI of tutoring programs and meet reporting requirements. SaaS solutions leave you unable to meet these customer data needs, a serious disadvantage in a competitive market.

Weak security – Data security is a critical priority in the education industry. To protect customers as well as their own business, online tutoring providers must ensure the safety of valuable and sensitive data such as teaching materials, recordings, and the personal information of students and teachers. With a SaaS platform, companies lack direct control over the way their data is stored, leaving them at risk of security gaps, errors, and breaches.

On the other hand, you could opt to **build your own solution** from scratch, developing everything in-house by yourself. Here too, problems arise:

Resource issues – The core competency of online tutoring companies is online tutoring—not building real-time collaboration technology. If you choose to build from scratch, you'll now have to deal with the nuances of internet infrastructure and hire a strong software development team with all the skills needed to build every feature necessary for effective online learning.

Poor quality – Online learning experiences are especially dependent on quality of experience. Struggling students will quickly become frustrated by out-of-sync video, lag, poor audio quality, and other connection issues. Without a dedicated infrastructure optimized for the unique requirements of online tutoring, providers will be unable to successfully keep tutors and students connected, engaged, and productive.

Slow time to market – The larger a development project becomes, the slower it moves—and the higher the risk of unanticipated hitches and delays. By taking on the burden of developing a complete real-time collaboration platform from the ground up, you're guaranteed a long and tedious product development cycle.

Online tutoring providers need a way to go beyond the limitations of one-size-fits-all SaaS tools—without bogging down in the challenges of in-house development.

How Platform-as-a-Service (PaaS) combines flexibility with ease-of-implementation for online tutoring providers

Combining the simplicity of SaaS with the flexibility of in-house development, a Platform-as-a-Service (PaaS) approach lets tutoring providers break the shackles of SaaS offerings. With full ownership and control, you can customize your online learning products to meet students' needs, yield tangible learning progress, and drive differentiation from competitors. By leveraging the expertise of the PaaS vendor to overcome the hurdles of do-it-yourself development, you can shorten time to market and reduce effort while achieving better outcomes.

Better for online tutoring providers

Unlike hard-coded, one-size-fits-all SaaS solutions, PaaS solutions are easily customizable, allowing you to address specific use cases and scenarios. You also gain the ability to enhance the experience with your own business logic and offer key features to manage, quantify, track, and report student engagement and participation. And by storing, managing, and securing data on your own server—not a SaaS provider's cloud—you can ensure that best practices for data protection are in place so that no private information is leaked.

Better for students

PaaS solutions let you integrate live sessions seamlessly into your main web app, sparing users the need to jump between browser tabs or multiple apps. Opening possibilities far beyond simple video conferencing, PaaS also provides a path to build more engaging live learning and social experiences, from virtual labs where students can collaborate on projects to metaverse environments where students can navigate the space, interact with objects, and chat with each other.

Agora Flexible Classroom: low-code solution for customized online tutoring

Agora gives online tutoring providers the building blocks to create a unique learning experience quickly and easily. A low-code solution tailored for education use cases, Agora's Flexible Classroom platform makes it simple for providers with limited technology resources to create the engaging tutoring experiences students and educators need.

A rich toolbox for tutors

Agora Flexible Classroom puts the full range of real-time engagement tools at your fingertips, beginning with **live video, audio, and real-time chat. Screen-sharing, polling, breakout room, and hand-raising** features provide ample opportunities for student participation, while an **interactive whiteboard** allows students and tutors to collaborate simultaneously in a shared online environment. **Recording and playback** features let tutors measure student progress, save recordings for later playback, or share collaborative discussions.

Session management and data

Agora Flexible Classroom goes far beyond the basics with session management tools to track, display, and report on **student attendance and participation** through actions like raising their hand, answering a pop-up quiz correctly, annotating the whiteboard, and speaking. With many online tutoring companies billing by the minute, the ability to **set the duration** of each session, **automate** its beginning and ending, and **send alerts** on remaining time can help prevent awkward overruns and keep students and tutors on-schedule. And with all company, teacher, and student data stored on your own servers, you **maintain full control** over the way this sensitive information is secured and protected.

High-quality interactive experiences

Student engagement depends on a focused and seamless experience. Agora Flexible Classroom automatically **filters out distracting background noise and echoes**, adapting to changing acoustic conditions to ensure that voices come through crystal-clear. A dedicated global network optimized for real-time collaboration **keeps audio and video in sync** while preventing disruptions like lags and freezes. **3D spatial audio** replicates the way we hear sound in the real world for a more natural experience—and provides the ability to **boost student engagement** with dedicated **metaverse** features.

Agora makes it simple to deliver engaging tutoring experiences that students and educators need.

SUCCESS STORY

Agora in education: Preply

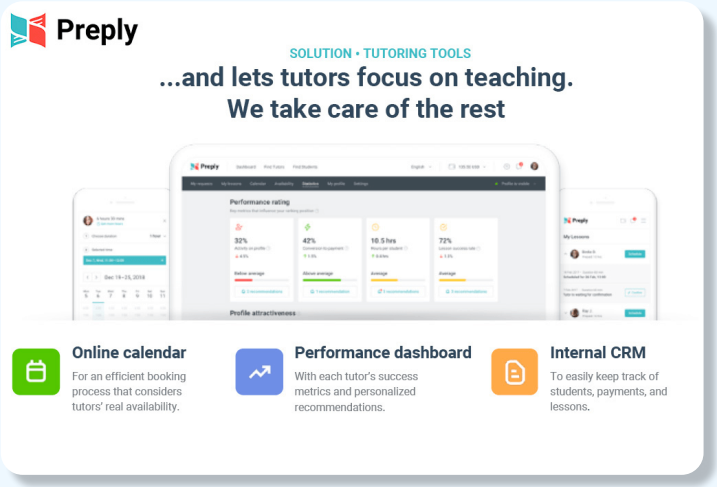
Preply has used Agora Flexible Classroom to create a full online language learning platform. Originally launched as a machine learning-powered tutor matching service, the company decided to enhance its product with an integrated virtual classroom for live one-on-one lessons. Explains Preply Engineering Manager Illia Kazachkovskyi, "We realized that we couldn't provide the best quality experience for students if they had to move to another platform for lessons after finding a tutor. We decided to create a seamless learning experience where students can find a tutor, schedule a lesson, pay, and meet for interactive lessons all on one integrated platform."

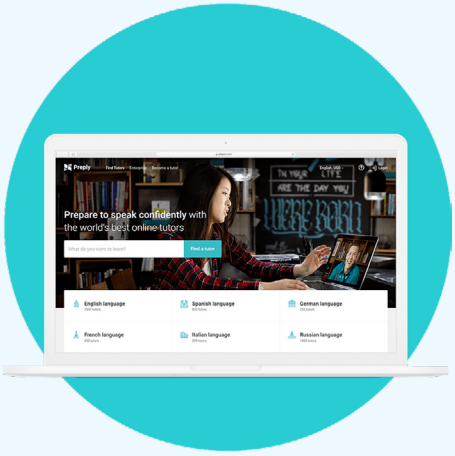
After rigorously testing a number of solutions, Preply found that Agora's PaaS solution offered the highest quality audio and video experience for students and tutors. The flexibility of the platform made it simple for the company to integrate live tutoring into its existing product, providing a seamless experience for students without having to develop its new real-time collaboration capabilities from scratch. The educational experience is designed to facilitate interaction, featuring a split-screen with both tutor and student videos on one side and the lesson materials on the other.

Agora has helped Preply transform its business and advance its goal of becoming the world's top marketplace for online language tutoring. Customer usage metrics have shown a dramatic improvement in the quality of video lessons, and the success rate of lessons has risen by up to 18 percent.

"Video and audio quality are extremely important to our revenue, retention, and overall customer success. Agora's best-in-class quality allows us to provide an amazing customer experience resulting in record-breaking growth."

ILLIA KAZACHKOVSKYI
ENGINEERING MANAGER, PREPLY





Enable the customized online tutoring experiences students and teachers need

Explore Agora's Education Solutions