With the transition to remote learning, consumers increasingly have become educational product purchasers, which is accelerating the expansion of direct-to-learner strategies in the EdTech market. That means every touch point on the customer journey now affects which educational solutions learners buy and, ultimately, adopt. This dynamic is also causing a market shift away from the ownership model towards subscription-based access, Massive Open Online Courses (MOOCs) and open educational resources (OERs).

To stay competitive and secure a share of the emerging consumer market, learning companies must leverage digital-first, direct-to-learner approaches that will enable them to serve evolving educational needs in the next normal.

EPAM OFFERS STRATEGY CONSULTING AND IMPLEMENTATION OF DIRECT-TO-LEARNER SOLUTIONS TO SUPPORT THE ENTIRE LEARNER JOURNEY
EPAM SERVICES FOR DEVELOPMENT OF DIRECT-TO-LEARNER SOLUTIONS

Why EPAM?
EPAM’s right mix of competencies and 25+ years of proven experience in education allow for our deep understanding of the learner and customer journeys, both required to develop a cohesive direct-to-learner strategy and solutions.

500+ subject-matter and education industry experts
2,000+ commerce & digital marketing professionals
2,600+ experience designers and strategists
8,000+ infrastructure & DevOps engineers

Preferred vendor of the top learning companies worldwide
A strong performer according to “The Forrester Wave™: Customer Experience Strategy Consulting Practices, Q4 2020” report
One of the top-20 open-source contributors leveraging numerous product accelerators to reduce time-to-market
Top IT services company on Fortune’s ’100 Fastest-Growing Companies’ list, for the second year in a row
EPAM is a recognized expert in direct-to-consumer solutions with a vast portfolio of successful projects in multiple verticals (Education, Automotive, Manufacturing, Retail & Distribution, Media & Telecom, etc.)

USE CASE: True Omnichannel Engagement for a Multinational Digital Education Company

With the goal of implementing a more efficient, robust and modern eCommerce engine, a client challenged EPAM to find a solution that could engage customers more seamlessly and provide users with one standardized, state-of-the-art experience across nine products, with plans to continuously add new items.

30% increase in year-over-year revenue
70% increase in year-over-year mobile revenue
12 successful releases with zero downtime
5 months time-to-market

“As we continue to scale our direct-sold eLearning products, we are investing in improved customer experiences from content discovery to course delivery and post-purchase care and support. EPAM has become a trusted partner as we push the edge of innovation when it comes to digital commerce services. Their ability to understand the big picture, together with their proven technical competency and delivery track record, made them our choice for this important digital initiative.” – CMO

USE CASE: One Digital Experience Platform for a Multinational Software Corporation

To provide a seamless experience for customers, a client engaged EPAM to build a One Digital Experience Platform and improve platform efficiency. EPAM developed one aggregated platform for multiple experiences: customer, developer, partner, investor, corporate site, communities, careers, events.

The solution also included content strategy, a mobile-first approach, responsive design and optimized navigation, full coverage of the authoring and publishing workflows, campaign management, access policies, and integration of Adobe stack.

1,000+ web pages and terabytes of data migrated using EPAM accelerator
33% digital publishing service cost reduction
14% and 44% increase in return traffic from social channels (Twitter and LinkedIn, respectively)
14 Languages
47 countries
global website rollout