veeting rooms

Veeting Helps UK Education Provider Gain Market Traction in China

Overview

Online Education Partnership is an organization based in the U.K. and Hong Kong that specializes in providing virtual tutoring services. As experts in facilitating educational success for international students, the company also provides in-depth advisory services to families regarding school selection and university admissions. Using an online model that connects tutors in the U.K. with Hong Kong-based students, OEP's digital platform provides parents and students convenient access to high-quality tutors with expertise across a broad range of subjects.

Challenge

While OEP had proven expertise in matching tutors and students, being able to reliably deliver services over a real-time video communication platform proved to be a challenge. The company found it difficult to gain market traction due to high-latency video software that made online tutoring sessions ineffective. During their search for a solution, they found that laggy behavior was a common problem in video-conferencing platforms. They required an application that would provide a much better user experience along with key features like an interactive whiteboard and screen sharing.
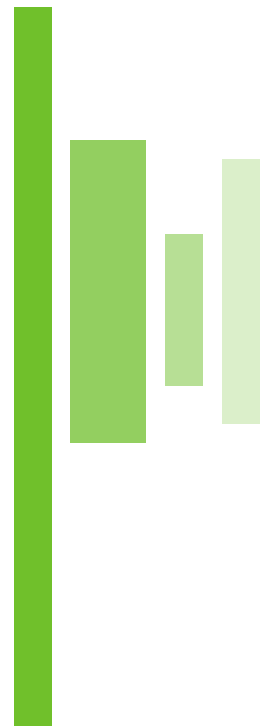
Key Benefits

- Uninterrupted, highspeed video connection between U.K. and Hong Kong

- Intuitive to use, no learning curve for tutors or students

- White labeled to emphasize OEP's brand

- Customized for desired functionality

- Integrated with booking system to automate key business processes

- Able to scale easily as the business expands

Solution

The Veeting Rooms WebRTC application supported true real-time communication between tutors and students, eliminating latency issues and providing an enjoyable and reliable experience. OEP found that the software delivered the best quality along with the best pricing and service follow up. Setup and implementation proved to be simple, and after the trial period Veeting fulfilled several requests for customization to make the software precisely fit the needs of the client. For example, the app was streamlined to include only features the tutors used most often and a laser pointer was added to enhance visual communication. Even more important, the system was integrated with OEP's scheduling software to provision virtual meeting rooms automatically for tutors and students.

"We appreciate the quality, reliability, and functionality of this software. Equally important is the after service we received. The Veeting team responded within minutes, not days." —Rebecca Merrett, Managing Director Online Education Partnership