gupshup

Case Study: Khan Academy

Khan Academy offers practice exercises, instructional videos, and a personalized learning dashboard that empower learners to study at their own pace in and outside of the classroom.

Solution:

Gupshup built a conversational messaging solution on WhatsApp for Khan Academy. Khan Academy integrated Gupshup's WhatsApp API (Application Programming Interface) with their app, which offered a rich, personalized messaging experience for students, teachers and parents.
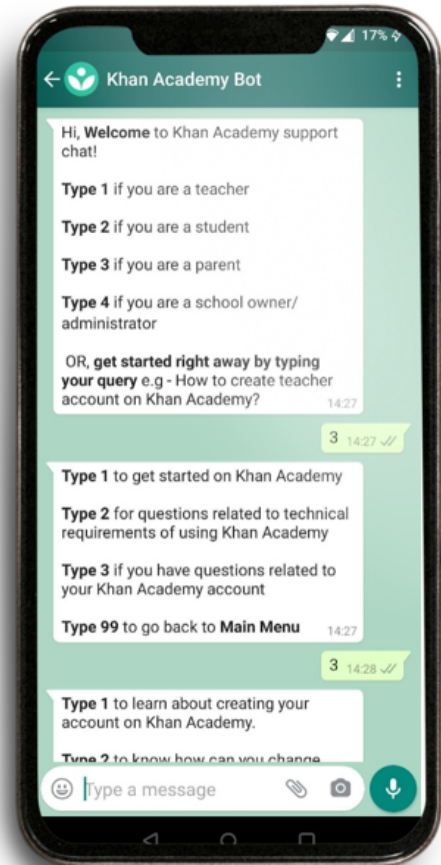
Gupshup helped Khan Academy for:

💡 Better engagement with parents, teachers, and students.

💡 Reaching a wider audience (new and existing users) using WhatsApp.

💡 Delivering information like assignments, guides, learning tools, etc., more efficiently.

💡 Onboarding students and improving teacher engagement. Gupshup used its proprietary NLP engine to create bots to answer FAQs, thereby making the onboarding process easy.

💡 Gupshup has helped Khan Academy get a wider regional reach by employing WhatsApp bots to translate from English to other regional languages like Kannada, Hindi, and Tamil.

💡 Two-way conversational messaging using WhatsApp Chatbots have helped with better user feedback and reviews.