

# Utilizing ERP, CRM and Multimedia Technology for Lead Generation and Customer Acquisitions

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**Abstract:-** ERP and CRM systems are the backbone of many businesses. In the 1990s, the Gartner Group originated the term enterprise resource planning, but enterprise resource planning technologies may be traced back to the 1960s and the industrial sector. The goal of this article is to investigate the extended enterprise resource planning, the next generation of ERP systems. Pat Sullivan and Mike Muhney developed the first customer relationship management system, ACT! in 1987. It was essentially a digital Rolodex that facilitated the organisation and storage of client lifetime data.[1]

This review aims to give an overview of current good practices in the prosecution of Lead Generation. It will assess experiences across the field as judged from the contents of the limited number of peer-review disclosures to date. It will also rely heavily on the experiences of the authors from many campaigns within this organisation. The research paper will also evaluate business essentials which are as follows: First, conceptual framework of the many ERPs and the CRMs used by the firm. Secondly the business and challenges which are based on framework are evaluated in the perspective of ERPs and CRMs. Third, the conceptual framework is applied in a discussion of potential impact on lead generation and customer acquisitions by utilization of ERPs, CRMs, and other multimedia technologies [1]

## 1. INTRODUCTION



BYJU'S is the world's premier ed-tech firm and India's largest and the most popular school learning app. It provides highly adaptable, engaging, and effective learning programmes for kids in LKG, UKG, classes 1 -12 (K-12), and competitive examinations such as JEE, NEET, and IAS.

In 2015, BYJU'S introduced its main product, BYJU'S - The Learning App, for grades 4 through 12. The app currently has over 100 million registered students and over 6.5 million paying yearly memberships. With students from over 1700 cities spending an average of 71 minutes per day on the app, the programme is revolutionising learning through visual courses. The Disney company. BYJU'S Early Learn App, a special product from BYJU'S for kids in grades 1-3 that features Disney characters, was released in June 2019. Early in 2019, BYJU'S bought Osmo, a developer of educational games located in Palo Alto, to

revolutionise the whole off-line-to-online learning experience. In 2020, BYJU'S also acquired White Hat Jr, a Mumbai-based programming start-up whose mission is to inspire youngsters with coding abilities.

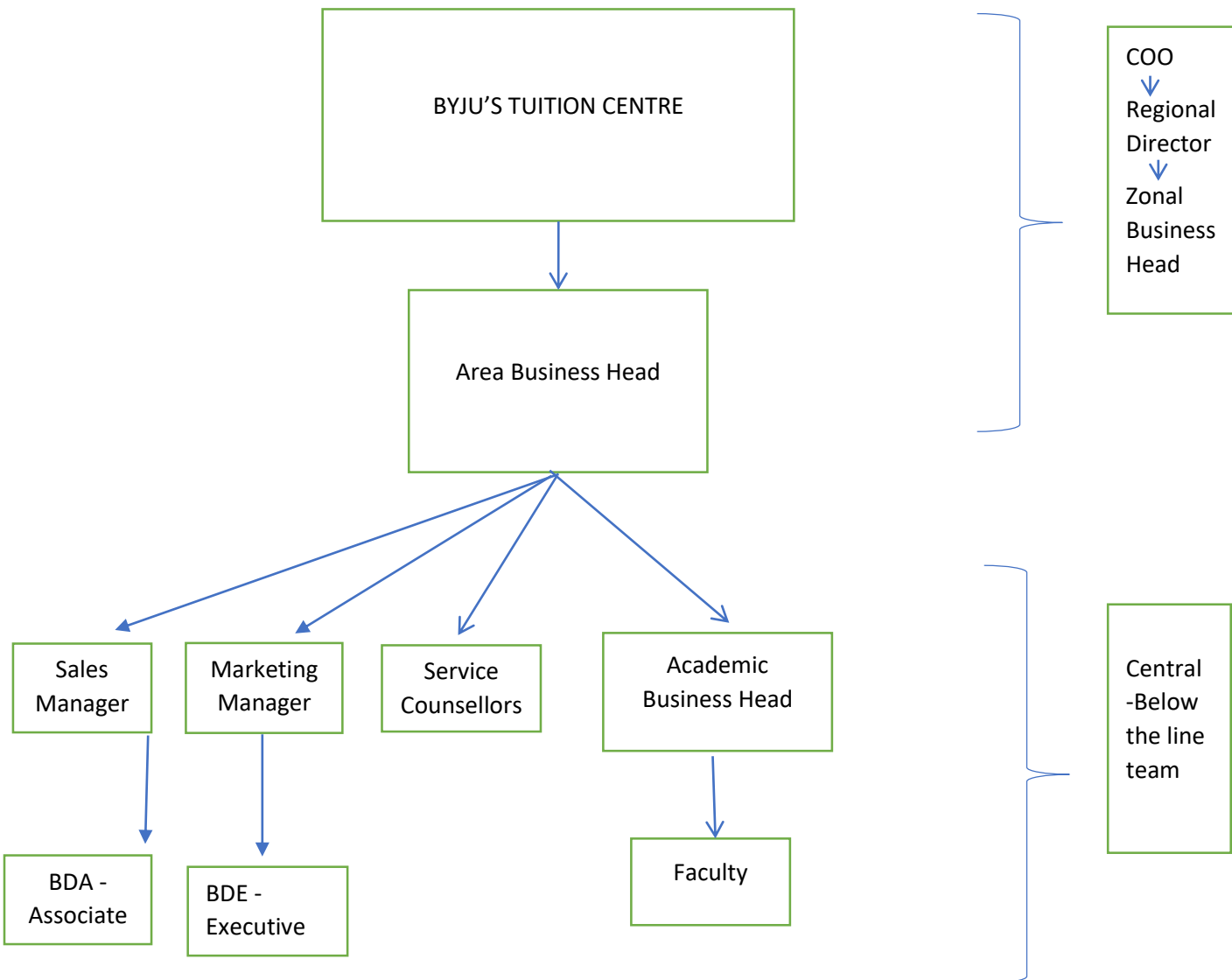
Early in 2021, BYJU'S purchased Aakash Educational Services Limited, the industry leader and one of the most reputable test-prep service providers in India (ASEL)

BYJU'S programmes deliver a world-class learning experience by making learning relevant and visual. The applications have been intended to adjust to the speed, size, and learning style of each individual learner. BYJU'S is pioneering the path for modern, location-independent learning solutions that combine mobile, interactive content, and individualised learning approaches. BYJU'S is also the Indian Cricket Team's official sponsor.

In 2021, Byju's has come up with a new concept which is called Byju's Tuition Centre. The innovative idea called Byju's Tuition Centre or BTC which is mostly focussing on class 4-10 in the CBSE, ICSE and other state boards of education offering: Unique combination of Offline Learning at the Centre: Combining Face to Face interaction of students and teacher at the tuition centre and Online Learning at Home: "Two Teacher Model Ensuring Conceptual Clarity. Some of the Unique Selling Points we are providing are as follows:

- 1) Attend classes at physical tuition centre for trials
- 2) State of the art classrooms equipped with latest technology
- 3) Pen & Paper homework including subjective assessments.
- 4) Concepts taught by top teachers from renowned faculties such as Fit Jee, Narayana and so on.
- 5) High quality video lessons used to simplify concepts
- 6) Live doubt resolution and personal attention from the second teacher

#### BYJU'S TUITION CENTRE HIERARCY



## 2. LITERATURE REVIEW

### **Lead Generation**

In marketing, **Lead Generation** is the commencement of customer enquiry or interest in a business's products or services. Leads may be generated for a variety of objectives, including list development, e-newsletter list acquisition, door to door selling and promotional activities and sales. Methods for generating leads normally come under the aegis of advertising but may also include unpaid sources such as organic traffic or referrals from existing clients. Leads may originate from a variety of sources or activities, such as digitally via the Internet, by personal recommendations, via telephone calls made by the firm or telemarketers, via marketing, and events. [3]

To drive leads through the purchasing funnel, lead creation is frequently partnered with lead management. This collection of actions is known as pipeline marketing. A person is often assigned a lead to follow up on. The lead is transformed into a business opportunity once the Business Development Executive evaluates and qualifies it as having commercial potential. The opportunity must then pass-through Byju's CRM and Lead Square where the centre manager audits in phases before the deal can be closed. [3]

### **Lead**

A lead consists of a customer's contact information and, in certain situations, demographic information when they are interested in a particular product or service. In the market for lead generation, there are two categories of leads: sales leads and marketing leads. [3]

### **Sales Leads**

Based on demographic factors such as, income, age, family income, psychographic, etc., sales leads are created. These leads are redistributed to various advertisers. The sales force often follows up on sales leads via telephone calls. Clients are then contacted to persuade them to acquire the Byju's Tablet for online learning or the Byju's Tuition centre for offline learning for courses 4-10 with two instructor advantage on the weekdays and a doubt clearing class with individualised sessions on the weekend. Following the completion of the preceding steps, the Sales team ultimately updates the lead and head for sales conduction, where they negotiate terms and conditions about payments and financing with various bank simple EMI offers for purchases. [3]

### **Marketing Leads**

Marketing leads are brand-specific leads that are created for a certain advertiser offer. As opposed to sales leads, marketing leads are only sold once. Because creating marketing leads requires openness, marketing lead campaigns may be enhanced by mapping leads to their sources. [3]

### **Paid Leads**

The group offers funding for RWA/ Category A Housing Societies' campaigns where the governing authority imposes restrictions. Teams approach these organisations, where they negotiate a variety of terms for campaign goals and disburse funds in line with the organization's senior management and investors. A separate core team has been designated specifically for this purpose.

### **Online Lead Generation**

Online lead generation is an Internet marketing phrase that refers to the creation of customer interest or enquiry in a company's products or services over the Internet. Leads, often known as contacts, can be created for an assortment of reasons: List building, acquisition of e-newsletter lists, development of incentive and loyalty programmes, and other member acquisition schemes [3]

### **Social Media**

With the expansion of social networking websites, corporations and people utilise social media to create leads and get commercial prospects. Numerous businesses actively use social networks, such as LinkedIn, Twitter, Facebook, Facebook Ads, Instagram Marketing and so on are frequently subscribed by the organization as to identify talent pools or promote new products and services. [3]

### **CRM or Customer Relationship Management**

As a business fundamental "CRM is a relationship integration, customer loyalty and higher value creation of customer value created through process management. As a strategic process CRM is customer focused business fundamental which triggers increased customer contentment and customer adherence by delivery of innovative and tailored services to each customer. CRM refers to a collection of principles, directives, and coordinating strategies that are used to Information technology, which emphasises two-way connection with clients so that businesses have an understanding about their purchasing habits, requirements, goals and patterns. [5]

As a business process, CRM was characterised as "a macro-level (i.e., highly aggregated) process that encompasses several sub-processes, such as prospect identification and customer relationship management, knowledge development about technology, "CRM is an acronym for technology allowing corporations to create closer their connections with their clients". [5]

CRM is the construction of a customer-centric culture that enables the development of an IT-enabled strategy for gaining, growing the profitability of, and retaining customers for the mutual benefit of the organisation and the customer. To develop CRM expertise, it is necessary to conduct a detailed and critical study of the many components and aspects of any CRM project or programme, which consists of three factors: people, processes, and technology. [5]

### **BYJU'S CRM**

BYJU'S CRM is the primary tool which the organisation uses for lead generation and customer acquisition purposes. It is primarily used by the Executives and the Managers of the firm. The CRM comes as an .apk file which has to be installed on android phones and is available for download on PCs as well. The appropriate personnel must use their official IDs to activate it after installation. An OTP through the Byju's CRM provided by the clients to the BDE's who are engaged in door to door activities, campaign engagement and open market activities which includes their mobile number, student details, student name, school board, class, school name, sibling information and parents' details (including their name, home address, email, alternative number, offline city, offline pin code), additional comments which includes the child's present performance in academics [a] very good b) good c) needs improvement, any tuitions if the child goes to (a)yes, (b)no, who takes care of their studies (a) mother, (b) father (c) any other person.]

Determining if the prospective client falls under category A-B, the client is called a hot lead. Additional comments are added to the CRM if the child does any extra co-curricular activity for timing clash purposes. Finally, the information is saved via entering the OTP as briefed above

### **CPL OR Cost Per Lead**

The cost per lead (CPL) is the amount of money required to produce a new prospective customer from the current marketing campaign for the sales team. Ideally, a consistent cost per lead across all of your marketing platforms facilitates the understanding of your organization's CPL via various marketing channels, which includes both offline and online promotional and marketing efforts. This enables businesses to optimise campaigns for lower-cost acquisition channels, therefore decreasing their Cost Per Lead and bolstering their sales funnel. The bigger the CPL in comparison to other businesses in your industry, the less successful a marketing campaign is. Obviously, a lower CPL is preferred. [6]

At Byju's these potential clients, or leads, have seen or have been notified about the Byju's products and services in both offline and online space via promotional and marketing activities which are provided by the Business Development Executives to prospective parents and children.

At Byju's, targeted CPL can be determined by determining no. of households divided by the total cost.

### **CPA or Cost Per Acquisition**

The acquisition cost is the overall amount made by a company when obtaining a new client or purchasing an asset. After adding any discounts and deducting any closing expenses, a manager will quote a company's purchase cost as the sum remaining. However, sales tax is excluded from this line item. [7]

Cost of acquisition is a corporate sales phrase that comprises marketing-related expenditures such as promotional materials, salespeople's travel, and sales compensation. The cost is connected to marketing and sales because, as such efforts get more efficient, the cost of acquiring each client will decrease. [7]

In order to evaluate the success of a new endeavour or product, a corporation must be aware of the acquisition costs. For this reason, the amount is exhaustive and includes all connected charges (except sales taxes). The number is also used to assist businesses in future planning. When choosing whether to conduct a sales campaign or other incentives like scholarships and promotional budgeted workshops for new students, the expenses are assessed. In addition, they are used to prepare budgets and distribute funds. [7]

### **ERP or Enterprise Resource Planning**

Enterprise resource planning (ERP) is a method used by firms to manage and integrate their essential resources. Numerous ERP software programmes are vital to businesses because they facilitate resource planning by unifying all activities required to operate a business into a single system. [9]

In addition to planning, buying, inventory, sales, marketing, finance, and human resources, an ERP software system may include other functions. By combining information about manufacturing, finance, distribution, and human resources, ERP solutions may help a firm become more self-aware. An ERP solution may reduce expensive duplication and mismatched technology since it links the many technologies utilised by each division of a corporation. Frequently, the process combines accounts payable, stock management systems, order tracking systems, and customer databases into a single system.[9]

ERP products have changed over time from classic software models using physical client servers to cloud-based applications with remote web access. [9]

### **Lead Square:**

Lead Square is a sales execution CRM (Customer Relationship Management tool) which will help an organisation in managing various aspects of a business including products, teams and process on a single platform (including digital, call centre or field agent driven). [2]

Multiple sales journeys exist, each incorporating distinct channels, procedures, people, and touchpoints. Lead Squared integrates them all – processes, distributed teams, and touchpoints – to provide you with a comprehensive end-to-end sales execution platform – for your digital teams, contact centre agents, feet-on-the-street teams (sales, partner onboarding, and service), and operations. Lead Squared reduces the noise that your employees must continually navigate and enables them to focus solely on

their next assignment, therefore improving their efficiency and enabling them to sell more [2]. Among the benefits of using this programme are:

- 1) **Zero Lead Leakage:** Capture leads automatically from all your channels, manage them smartly, and distribute them to the appropriate teams (and people). Ensure that there are no lead leaks and no missed chances.
- 2) **Quick Turnaround:** Automate lead qualifying, prioritising, and distribution based on sophisticated lead and agent criteria. Timely contact equals increased conversions.
- 3) **Flexible Turnaround:** Code-free sales process designer. Create the optimal sales workflows for your various goods and teams. The sales procedures are very adaptable and dynamic.
- 4) **Organised Sales:** Remove any interruptions from your sales team's day and direct them to the optimal next step. Recognize sales possibilities and automatically alert the appropriate agent to act.
- 5) **Organisational Preparations:** Schedule the daily activities of all customer-facing staff (digital, call centre, or field). So that they may focus on accomplishing more, hence improving their output.
- 6) **Collaborative Team:** Lead Squared integrates all of your teams and processes; numerous processes, scattered teams, and sales touchpoints can be mapped on a single platform.
- 7) **Mobile CRM:** With LeadSquared's mobile CRM, your salespeople can complete their duties, submit documents, and transfer leads as you live-track them with a bird's eye view.
- 8) **Accomplished Reports:** Custom dashboards and hundreds of standard reports that measure everything that matters to you, including campaign performance, agent productivity, and revenue indicators.
- 9) **Naturally Integrative:** Integrate Lead Squared with all the other applications you use and enjoy with the native connectors, comprehensive APIs, and developer platform provided by Lead Squared.

At *Byju's*, **Lead Square** is the premier software which the organisation works with. Lead Squared is integrated with Ameyo which is frequently used and audited by Managers of different teams within the organization. The whole process from acquiring a lead, making a campaign to implementation of plans are planned and implemented through this application by the manager and centre heads of the organization which are as follows:

The manager must first connect with a password or a Google account, and the programme requires a minimum temperature of 36.3 degrees Fahrenheit. The marketing manager must use a laptop to design the campaign for the purpose of campaign creation. On the dashboard, the manager has the ability to check the number of leads generated by BDEs for the current day, week, month, unsynced leads, and ultimately paid leads. The total assets for the business need are then displayed alongside the alternative asset total, asset with recce completed, and asset with recce not completed. Then, he is able to view the newly created asset along with its essential specifications, including Asset name, asset id, address, city, deal type, select assistant manager, select asset assignee, asset POC name, asset POC number, 1, pin code, average number of footfalls, need/want, campaign type - BLC, TLC, MLP, Whitehall, franchisee. Recce sections include information whether a recce has been conducted, the asset's rating, and images of the asset. The manager is additionally compensated for completing the day's lead generating obligation. Additionally, the CRM displays monthly and bimonthly plans and reports for various assets, campaigns, and extensive search capabilities. The CRM includes many metrics, such as Conversion percent, Demo Booking percent, Average Revenue Per Unit, and Revenue. The CRM is also very adaptable, since managers can alter the current campaign directly through the CRM and lastly upload images of campaigns, which can only be posted by Marketing Managers and those with higher titles.

Dashboard consists primarily of campaign information which include the CPA, CPL and the total cost towards the campaign with specifics such as permission cost, transport cost, salary cost, material cost, agency commission, health cost, storage cost, other cost and address. The software also enables the managers to enable any coupon which is presented in the process with flexibility to select campaign type, centre selection and to mark if any project or campaign is on pilot or on trial for the business.

#### AMEYO

Ameyo is a call centre management software platform which is used by the organization. Ameyo Speech Call Software offers unparalleled call quality, intelligent routing, and innovative voice capabilities to substantially increase CSAT rate at organizational level. Some of the key features of the software are:

##### 1) **Customized IVR would provide a Personalized Customer Experience:**

Using bespoke IVR scripts, menus, and choices, can design unmatched client journeys. Smart IVR system optimization ensures that IVR scripts correspond with your brand's key message and that clients are routed to the appropriate agents.

##### 2) **Automatized Routing expedites response times:**

The likelihood of human mistake can be reduced and increase FCR by directing your clients to the appropriate agent using the sophisticated routing algorithms of Ameyo ACD. Many routing options can be chosen, including preferred agent routing, skill-based routing, customer persona-based routing, and more.

##### 3) **Call Connect Rate can be improved with Auto Dialer :**

Incorporating a contemporary autodial into outgoing contact centre software to enhance its performance. Ameyo's proprietary auto-diallers include a predictive dialer, a progressive dialer, a parallel predictive dialer, a preview dialer, and a PACE dialer, all of which may be configured to meet organizational business requirements.



#### **4) *Integrated CTI for Context-Driven Experience Delivery:***

Agent efficiency is enhanced through CRM connection, which eliminates the need to manually switch tabs to locate client information. The Ameyo Call Center Management Software provides seamless CTI connection with corporate CRMs, like Zendesk, Freshdesk Mint, Lead Squared, Zoho, Microsoft Dynamics, Sugar, Kapture, and Fresh Sales.

#### **5) *Number masking ensures the confidentiality of customer data:***

Protect customer confidentiality with number masking capabilities. The Ameyo call management software gives you full control over data abstraction by encrypting the agent interface, dashboards, call history, reports, call recordings, and real-time monitoring. It enables the anonymization of customer numbers at all agent levels.

#### **6) *Permitted Authorized Access with Privileges Based on Role:***

Provision of restricted access and limit the likelihood of human mistake among contact centre personnel. Assign user access credentials at the system and campaign levels to maintain tight control over the privacy of your customer data and your agents' workbench access.

#### **7) *Real-time monitoring of filter group performance:***

Permit the supervisors to monitor the operation of filter groups in real-time in order to get clear information into called contacts. If a supervisor wants to monitor the state of a certain prospect, they may check the filter groups to which a client belongs on the live monitoring dashboard in order to determine the outcome and formulate appropriate strategies.

#### **8) *Call-back Management streamlines your follow-ups:***

Provides a customised customer experience by empowering your workers to comprehend your clients. Ameyo Voice provides call-back scheduling to guarantee that no client is missed. Click-to-Call with call-back notifications eradicates the possibility of human mistake. Automated follow-ups can allow your clients to feel heard at their leisure.

#### **9) *Using Campaign Dashboards to Take Data-Driven Action:***

Ameyo Voice allows contact centre supervisors and managers to effortlessly monitor each campaign and agent. Managers may act based on a consolidated call summary, agent performance reports, and customer summary dashboard while monitoring agents' activity and performance in real-time. Utilize dashboards for monitoring the health of your remote agent infrastructure's devices to maintain a work-from-home-ready infrastructure.

At Byju's Ameyo usage is utilised by the Business Development Associates or the Sales Executives of the firm to make calls using the integrated Lead Square software to potential customers for converting them from leads/hot leads to revenue producing sale. The programme employs IVR number to link both the caller and his customer. Ameyo is also utilised by other employees in the company such as the Service Counsellors to follow up on individual customer in case of emergency or after sales assistance.

### **SUCCESSFACTOR**

A cloud-based SaaS HCM (Human Capital Management) system, SAP SuccessFactors provides services and solutions that help enterprises with their HR operations. Lars Waveard started SuccessFactors in 2001; SAP purchased the company in 2011 and changed the name to SAP SuccessFactors.

One of the best hiring tools available today is SAP SuccessFactors, which is generally regarded. It significantly streamlines the administration of several HR tasks for businesses of all sizes operating in more than 60 sectors, including job compliance, employee performance, recruiting efforts, and educational events.

Key features of SAP SuccessFactors include :

With the help of SAP SuccessFactors, Human resource management can be done for the operations of an online business. The following are SAP SuccessFactors' primary features:

Recruitment activities, Interview Arrangements, Candidate Applications for Applicant Tracking Job posting, candidate identification, performance reporting, user, role, and access management, and time sheet recording.

At Byjus, Attendance for the employees on Byju's payroll is marked on Successfactor. Additionally, the software includes company information, virtual employee file, reporting details and admin center which consists of additional knowledge base. The software also consists of all the details related to the organization via a flowchart and provides all the details related to the employees on this portal including : relevant emails, HR policies, Tax related guidance and other organizational programmes.

### **3. METHODOLOGY**

Using on-site surveys, conventional survey questionnaires, and personal interviews, we collected data from Byju's Tuition Centre employees in the Gurugram region. The sample size for the survey questionnaire is 15 participants between the ages of 23 and 45, and convenience sampling was used. A series of open-ended questions on pertinent subtopics was also supplied to collect further information. The respondent's responses were recorded by the interviewer on the questionnaire. In addition to the gathered structured responses, pie and line charts were provided for the reader's convenience.

The questions and answers are presented in Appendix A and Appendix B

### **4. RESULTS**

Eight of the personnel questioned were women who served as service counsellors and instructors. The remaining interviewees are male members of the marketing team, the management team, or the sales team. Lead Squared and Byju's CRM software, which

are employed extensively in the firm for revenue synergies, have pleased most customers. Most respondents think that this software is necessary for lead generation and client acquisition since it is very resourceful, inventive, and meets the demand for data administration and hassle-free organisational ergonomics. Some service counsellors also stated that the Ameyo calling software's operations can be enhanced for better efficiency while the faculties rated the Google Classroom at the highest.

## 5. CONCLUSION

ERP, CRM, and other multimedia technologies serve the purpose of planning, organising, and coordinating all corporate operations. Today, ERP and CRM provide a holistic approach to managing an organization's environment. For the effective deployment of any technology, a firm must redefine its business processes, which may require a change in organisational structure and/or the redefinition of business activities. Electronic commerce (e-Commerce) requires a new business model that enables software-based companies to proactively gather the intelligence necessary for understanding customer acquisition needs and allocate resources strategically to meet organisational expectations in real time [10]. This can only be accomplished through the use and development of new patent models and subscription to technologies such as ERP, CRM, and other web-based intuitive interfaces. By combining these two objectives, a technology company may improve its market position and differentiate its service from that of its competitors. The research indicates that shifting from typical offline customer acquisition engagement processing to online sequencing through technology results in substantial cost savings, increased productivity, and greater operational efficiencies. Better communication between the various technology organisation teams may result in a more profitable sales funnel and associated company operations.

## 6. DATA ANALYSIS

### APPENDIX 1: DEMOGRAPHIC QUESTIONNAIRE

Part 1 Personal Details: Please tick the relevant answer

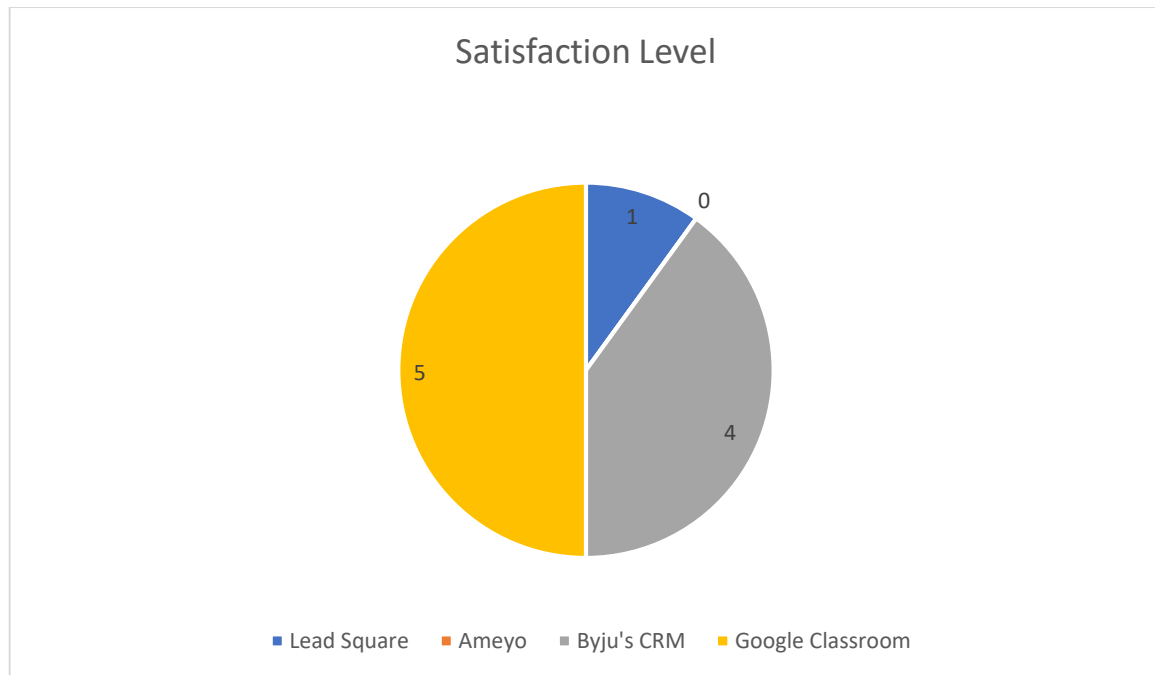
- 1) *Age Group:* a) <25      b) 25-40      c) >40
- 2) *Gender:* a) Male      b) Female
- 3) *Department/Occupation:* a) ACH/ABH      b) Academic Faculty      c) MM  
d) BDA/SM      e) SC      f) BDE's
- 4) *Most Used CRM/ERP/Multimedia Software:* a) Byju's CRM/Ameyo  
b) Salesforce  
c) Lead Square  
d) Google Classroom
- 5) *Experience with Byju's:* a) 0-2 Years      b) 2-5 Years      c) 5-7 Years  
d) 7-10 Years

### RESEARCH BASED QUESTIONNAIRE

Appendix 2 Part 2: General Information regarding CRM, ERP and other multimedia technologies used at Byju's

Q1: How well are you satisfied with the CRM, ERP and other multimedia technologies used at Byju's?

Software	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Lead square	1	6	2	0	0
Ameyo	0	3	4	1	2
Byju's CRM	4	0	4	0	0
Google Classroom	5	3	4	0	0



**Q2: Please tick the appropriate reasons for using the ERP/CRM/Other Technologies, for the statements given below were,**

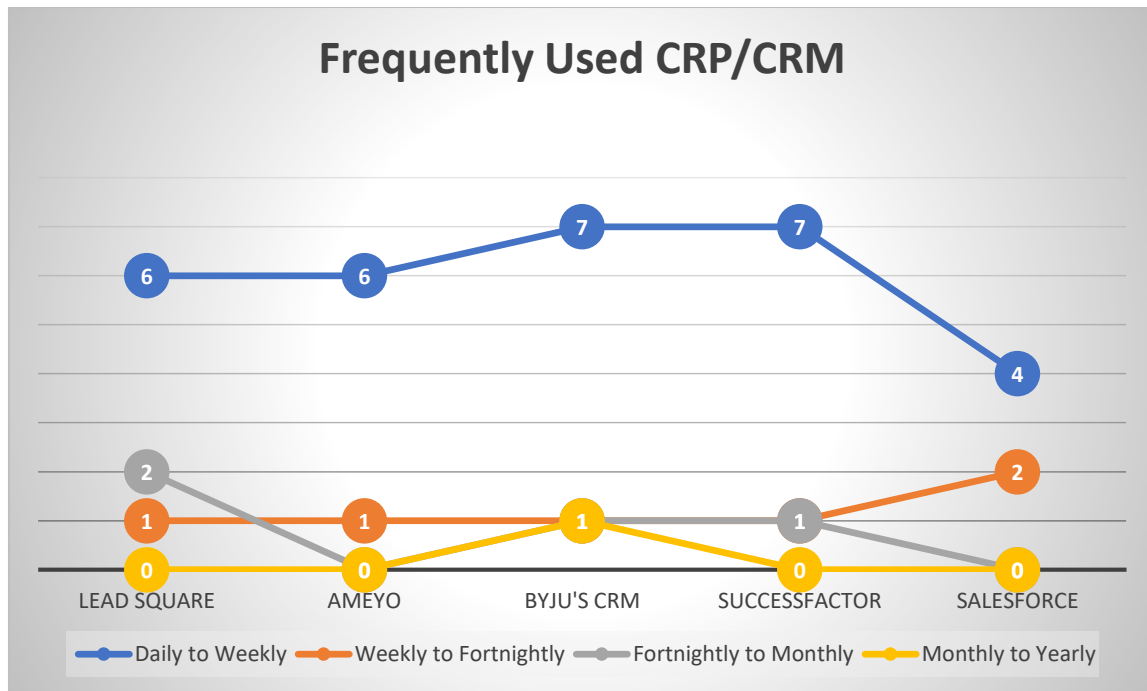
**SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree**

Elements in Software Technologies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CRMs/ERPs are time efficient	8	4	2	0	0
CRMs/ERPs are energy efficient	7	3	2	1	0
CRMs/ERPs are innovative	6	3	4	0	1
CRMs/ERPs enables me to store comprehensive client information	7	5	3	0	0
CRMs/ERPs are easy to understand	5	7	2	0	0
CRMs/ERPs are important for lead generation and customer acquisition	5	6	2	0	0
CRMs and ERPs offer wider solutions for customer acquisition and lead generation	6	6	3	0	0
CRMs and ERPs are economical for the business.	6	5	2	0	1
CRMs and ERPs support organizational ergonomics	6	7	1	0	0

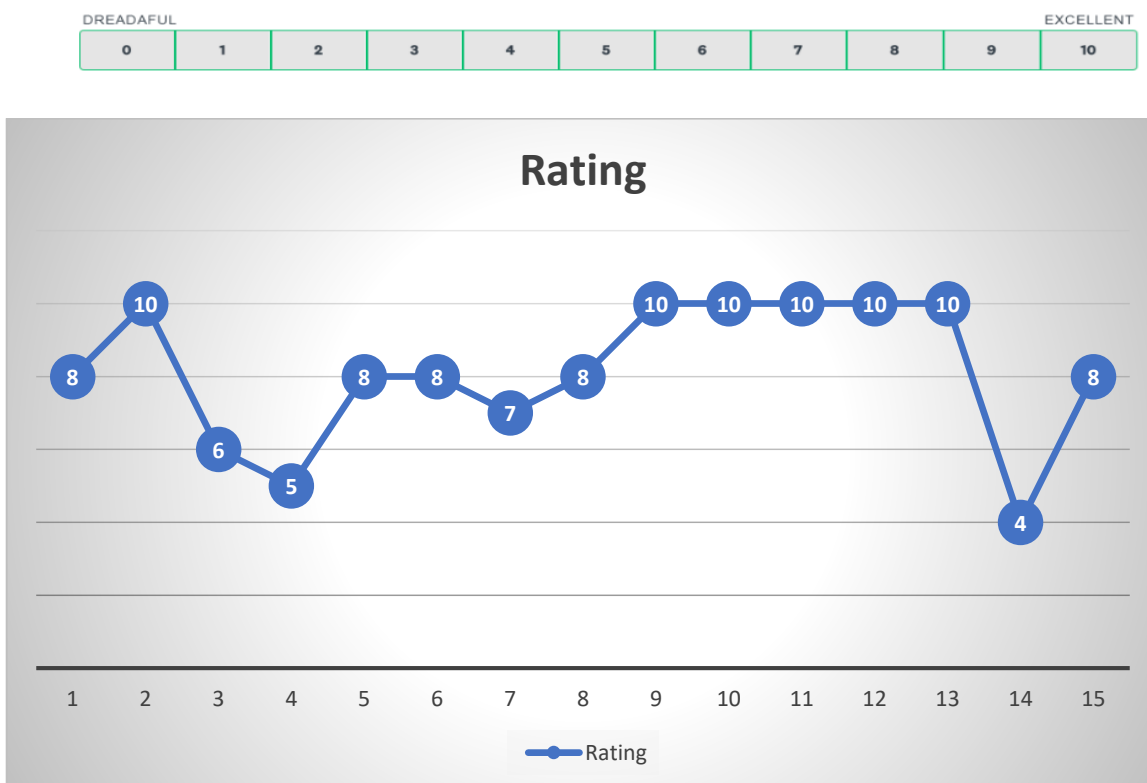
**Q3 How frequently do you use following ERP, CRM and multimedia software?**

CRM/ERP	Daily to Weekly	Weekly to Fortnightly	Fortnightly to Monthly	Monthly to Yearly
Lead Square	6	1	2	0
Ameyo	6	1	0	0
Byju's CRM	7	1	1	1
Success factor	7	1	1	0
Salesforce	4	2	0	0
Google Classroom	8	2	0	0

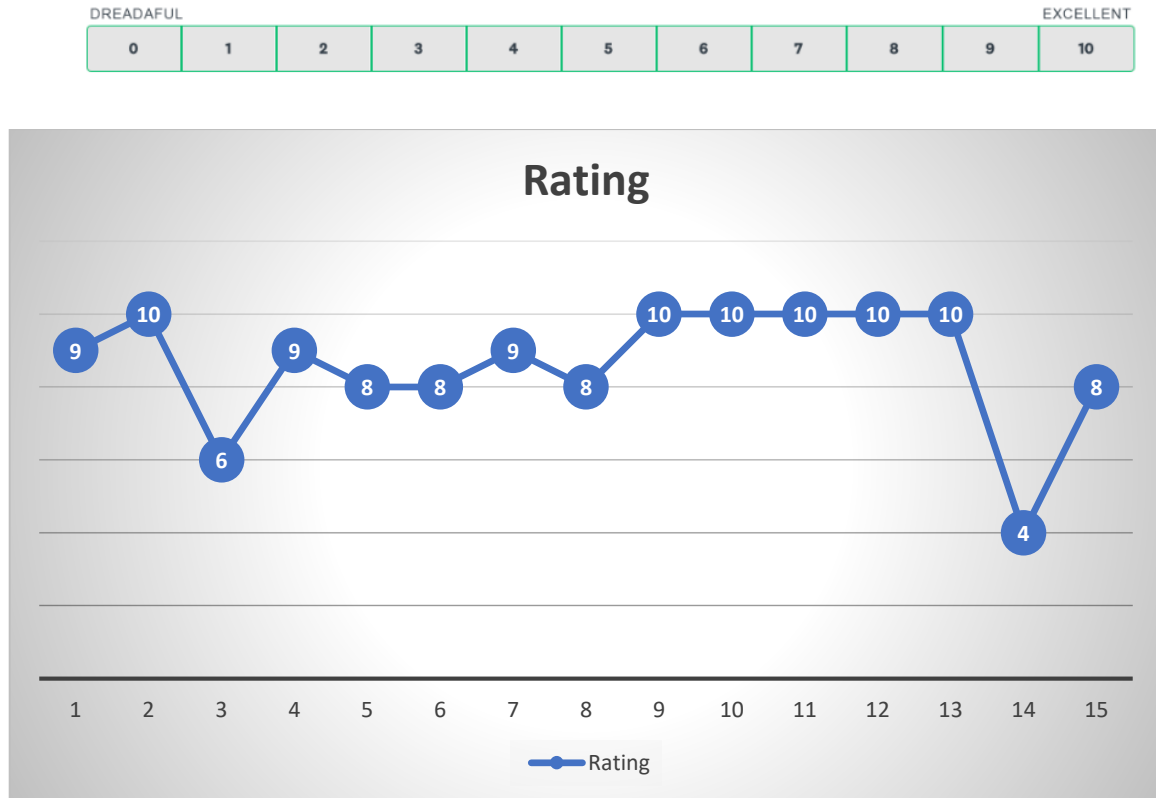




Q4 How likely is it that you could recommend the CRM, ERP and multimedia software used at Byju's on a scale of 1 to 10



Q5. Do you believe that these ERP, CRM, and multimedia software contribute to organizational synergy in terms of business revenue production? Please rate on a scale of 1 to 10



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