About Skill-Up Tech India Private Limited

Skill-Up Tech India better known as SkillUp Online (SKO) is transformational learning company that focuses on upskilling working professionals. The 5 disciplines where SKO operates are: Artificial Intelligence, Data Science, Big Data, Entry Level Software Development and Development Operations. SKO is India arm of Skill Up Technologies, Seat USA and an online learning partner of Microsoft, IBM, Coursera & EDX.

Industry Challenge

We are in middle of 4th Industrial Revolution. Business transformation is under massive technology disruption. Businesses are now looking at deploying technologies that help them get valuable business insights from massive data they are collecting every second in their data lakes. Companies are searching for talent that can manage this data and help them make effective business decisions for the coming future. With IoT taking a vital role in our daily lives more data from the edge is available for analysis. The education industry faces a great challenge of upskilling the current workforce and nurture the upcoming talent and make them future ready.

SkillUp Online Challenge

SkillUp Online is a new business in India. The key focus for the Indian market is B2B, B2C and Education Alliance. Until recent times SkillUp Online was an offshore design, development and support arm for Skill Up Technologies USA. With 4th Industrial Revolution underway, SkillUp Online was looking for expertise in Start Up function – A company that could help them set up business process including – Product, Pricing, Differentiated Offering, GTM webpages, whitepapers, corporate brochure, business planning, team hiring & GTM.

SmartGrid Sales Management Process

SG end to end domain expertise leveraged for GTM. We helped SKO structure offering, prices, communication, identify industries and develop industry specific content for GTM. We also assisted SKO to hire Inside Sales Resources. SG trained the Inside Sales team and also provided 600 enterprise companies DB for first call out.

Inside Sales 3.0

Specific Industry Pages developed for top 6 industries in the country: BFSI, IT/ITES, Healthcare, Telecommunication, Ecommerce and Discrete Manufacturing.

Apart from this separate business plan developed for Education Sector for Business Alliance.

Inside Sales 3.0 deployed on BOOT model to work on each vertical.

Industry Specific White Papers designed and developed for digital seeding in LinkedIn and information sharing during the call out.

Integrated Pre-Sales (Microsoft and IBM Course experts) with Inside Sales Team for demonstrations.

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Digital Presence & Marketing

SG digital marketing team has also initiated Digital Market Campaign for one of the top courses offered by IBM on Coursera and EDX platform. The campaigns are initiated and have been running successfully on Google and Reddit Platforms.

Our digital marketing services cut across video promotions, posts, curate content and search ads. The course has consistently got clicks and enrollments.

Apart from the SG is also conducting a sentiment analysis for all SKO initiatives. Social listening is an important exercise we do to understand how the customer is reacting to the brand and its communication.

SKO Corporate Brochure

SG creative team has also provided design services to SKO. We have commissioned an elegant corporate brochure with clear and crisp industry specific messaging with contemporary layout. The creative team has used infographics liberally.

SKO Learner’s Wheel

SG creative team also designed a ‘Learner’s Wheel’ that enables the learner to understand the learning journey in its entirely in an easy manner. Keeping the learner in the center was the key design element for this concept.

This case study is for information purposes only. It showcases our capabilities and how our clients benefits from our services.