

Leveraging personalization to increase effectiveness and improve pass rates for high-stake exams

Challenge

For sixty years, Becker Professional Education has been the market leader in CPA Exam preparation with a comprehensive study and coaching system. The challenge is to deliver the optimal next step or remediation for each student, in real time, in order to increase effectiveness and improve pass rates. Something which can only be scalably achieved through personalized learning experiences powered by algorithms.

Product

Personalized Review Sessions (PRSs) powered by Sana Learn. PRSs are placed at the end of a chapter, models students knowledge level and forgetting curve as well as content similarity.

Solution

Through fully individualized review sessions, Sana delivers the optimal next step or remediation for each student, in real time. The first objective is to identify the knowledge gaps specific to each learner, and tracing these back to their root cause. Sana Labs achieves this by utilising algorithms proven to be extremely accurate in predicting future mistakes. Leveraging spaced repetition techniques, Sana's algorithms also ensure long-term knowledge retention in preparation for the exam.

Time to integrate

6 weeks in time to market.

Results

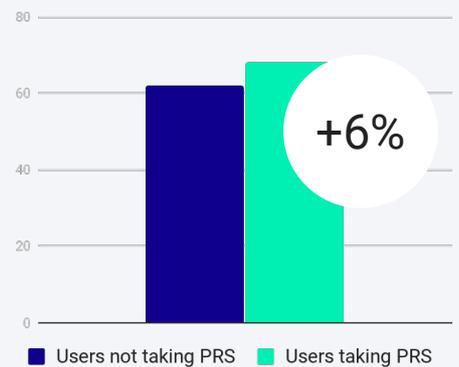
- + 92% of students felt that PRSs improved their study effectiveness
- + 6% higher pass rate for the students who used the PRSs
- + 60 in net promoter score (NPS)

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Of students felt that PRs improved their study effectiveness

6%

higher pass rate



60

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“ The feedback from the students has been overwhelmingly positive. Sana Labs received a net promoter score of 60, and have been identified by learners as the most valuable feature of the course.

Director of Product at Becker