

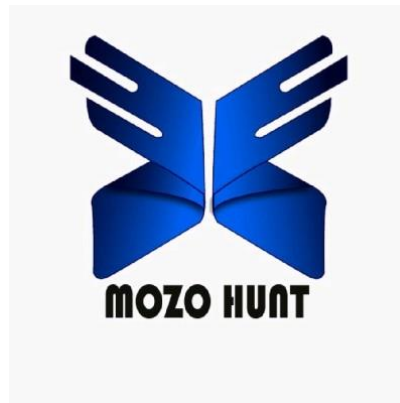


DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies-TC

TOPIC: Sales and Marketing – MOZO HUNT

By
'Anurag Tiwari'

**A report submitted in partial fulfilment of
PGDM Programme 2022-24**



Mr. Gaurav Singh
Manager

Prof. Rashmi Sharma
Faculty Guide



DELHI SCHOOL OF BUSINESS

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DECLARATION

I hereby declare that this project report 'Sales and Marketing – MOZO HUNT' is my work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledgment has been made in the text.

Anurag Tiwari
Enrolment No. 202210130
PGDM 2022-24



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CERTIFICATE FROM COMPANY GUIDE

This is to certify that ‘Anurag Tiwari’ Enrolment No. 202210130 a student of PGDM from Delhi School of Business - VIPS TC has done his summer training at “Mozo Hunt Pvt Ltd.” from 17th April 2023 to 17th June 2023.

The project work entitled “Sales and Marketing – MOZO HUNT” embodies the original work done by ‘Anurag Tiwari’ during his summer project training period.

Signature:

Gaurav Singh

Mr. Gaurav Sharma

Manager



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CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled 'Sales and Marketing – MOZO HUNT' is a piece of work done by 'Anurag Tiwari' under my guidance and supervision for the partial fulfilment of a degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief, this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute is up to the standard both in respect of content and language for being referred to the examiner.

Signature _____

'Name' :

'Designation'

Date:



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EXECUTIVE SUMMARY

INTERNSHIP - MOZO HUNT PVT LTD.

Elevating Subscription Sales Strategies for Mozo Hunt E-learning Services The internship at Mozo Hunt Pvt Ltd marked a dynamic exploration aimed at fortifying subscription sales strategies within the rapidly growing e-learning market in India. The sector, poised to surge from US\$ 6.4 Billion in 2022 to an impressive US\$ 14.1 Billion by 2028, presented an unparalleled growth opportunity. The project strategically aligned tasks related to sales, competitor analysis, and social media marketing to drive sales, analyse competitors' approaches, and enhance Mozo Hunt's digital presence on LinkedIn, Instagram, and Facebook.

BACKGROUND INFORMATION ON ACTIVITY PERFORMED:

The project was fuelled by the substantial growth forecasted in the e-learning market, propelling Mozo Hunt to strengthen its subscription sales strategies in tandem with the industry's upward trajectory. The initiative aimed to capitalize on the market's potential and position Mozo Hunt as a leading player in the dynamic landscape.

OBJECTIVES & SCOPE OF THE PROJECT WORK:

With a dual focus on bolstering subscription sales and competitor analysis, the project aimed to strategically position Mozo Hunt within the evolving e-learning landscape. Acknowledging the critical role of social media marketing, the initiative addressed the challenge of creating brand knowledge and fostering audience engagement, essential elements for sustained success.

METHODOLOGY:

The core methodology involved strategic sales planning, competitor analysis, and the execution of targeted social media marketing strategies. Implementation of effective sales techniques and understanding competitor strategies were key components, coupled with an emphasis on enhancing Mozo Hunt's digital visibility on essential platforms.

ANALYSIS:

The analysis phase unearthed crucial insights into effective sales techniques, the impact of competitor strategies, and the dynamic nature of social media marketing within the rapidly evolving e-learning sector. These insights provided a foundation for informed decision-making and strategic planning.

CONCLUSION:

The project's conclusions underscored the significance of targeted sales approaches, informed competitor analysis, and the pivotal role of social media in expanding market reach. Recognizing the competitive landscape, the conclusions emphasized the need for continuous adaptation and innovation to stay ahead.

LEARNING:

The internship provided invaluable learning experiences, enhancing practical skills and contributing to a holistic understanding of subscription-based services within the dynamic and growing e-learning landscape. The interactive nature of the project fostered a deepened understanding of market dynamics and customer preferences.

SUGGESTIONS:

Recommendations focus on the continuous implementation of effective sales strategies and ongoing competitor analysis. To further enhance customer engagement and conversion rates, suggestions include the development of a dedicated Mozo Hunt application, offering extended access in free trials, and improving the website's user interface for a seamless customer experience.

IMPLEMENTATION:

Implementation strategies include the development of a user-friendly Mozo Hunt application, providing extended access in free trials to attract potential subscribers, and refining the website's UI. Introducing new unique selling propositions (USPs) and a diversified subscription-based earning model (3 months, 6 months, 12 months, unlimited, etc.) cater to a broader audience. Categorizing content into books, magazines, newspapers, and study materials enhances user experience and aligns Mozo Hunt with the anticipated growth of the e-learning market, contributing to sustained prominence and success in the domain.

COMPANY DESCRIPTION

ESTABLISHMENT AND BACKGROUND:

Formation and History:

Mozo Hunt Private Limited is a private company established on October 8, 2021. It is classified as a non-government company and is registered with the Registrar of Companies, Delhi. Its authorized capital is Rs. 100,000 and paid-up capital of Rs. 100,000.

The directors of Mozo Hunt Private Limited are Ajay Kumar Singh and Ashish Kumar Singh.
Knowledge Objectives:

- Find new ways to define business success.
- Create an organization that values individual creativity and contribution.
- Adhere to ethics and principles.

The quality and stability of each employee gives us the opportunity to differentiate and grow exponentially. They provide an open environment that encourages freedom of opinion and gives all employees the opportunity to make difficult and important decisions on behalf of the organization. They take a zero-tolerance approach to poor performance and adhere to the principle of

"Having everything under one umbrella".

This expectation comes from our customers who want and deserve the best service. Pay. Imagine you ordered a bouquet of flowers from an online store to give to your mother for Mother's Day, but the online seller ended up sending her a bouquet of lilies and your mother became seriously ill from lily pollen. What are you thinking? Are you angry and sad? Would you use an online supplier again? This is the same feeling a customer feels when they receive poor service. Providing substandard service is not productive and indicates something is "wrong" on the part of the organization or its employees. Their culture in the organization is one of constant excellence and does not tolerate "sloppiness" or poor service at any level. An "A+" facility is the only quality product or service we expect and accept from its employees. Products below this standard are defective and will not be delivered to the customer(s). We do this by training our employees to be experts at what they do. Every employee who has continued to absorb and deliver "good performance" over the past three years has become a company leader for the entire organization or has been paid more as a competitor. There is always room for improvement in any business, organization, or process area. They believe in and encourage continuous improvement and innovation, which allows us to keep up with the times and gives us the competitive advantage we need to grow in business.

EXPERTISE AND METHODOLOGIES:

Mozo Hunt is a Digital Media House. The website is designed just like a Digital Library. It is an online learning and reading information platform for specific topics. Millions of professional's trust Mozo Hunt to quickly learn from experts on any topic. Founded in 2021 with the goal of easily sharing information, Mozo Hunt has become the number one address for professional content. It is now one of India's most trusted and visited websites with over one million e-magazines/newspaper uploads across all national and international genres except the Indian Universities subject group. Mozo Hunt supports students on their academic journey as they seek help and resources to better understand and remember their assignments, projects, and course materials. Students can sign up or contribute their own resources and access millions of course materials, including practice questions and tutorials. Quickly improve your knowledge with simple and beautiful content prepared by experts.

SCOPE OF SERVICES:

MOZO HUNT ADVANTAGES

Reason Why Choose Mozo Hunt.

- Learn faster, smarter**
Build your knowledge quickly from concise, well-presented content from top experts.
- Learn any topic**
Get up to speed on any topic. You'll find content from experts in every imaginable field and top categories.
- Share insights, get noticed**
Show what you know through a presentation, infographic, documents.

CONTENT CATEGORIES

Browse Content By Category

- Books
- Newspaper
- Magazines
- Study Material

₹ 999.00 3 Months Package ₹999	₹ 1500.00 6 Months Package ₹1500	₹ 2000.00 12 Months Package ₹2000
₹ 3200.00 24 Months Package ₹3200	₹ 4900.00 36 Months Package ₹4900	₹ 7500.00 Unlimited Package ₹7500

INDUSTRY ENGAGEMENT:

Mozo Hunt's Industry Engagement initiative is a game-changer for professionals seeking to connect, share, and thrive in the fast-paced world of knowledge exchange. By providing a dynamic platform that emphasizes learning faster and smarter, Mozo Hunt becomes the go-to destination for industry experts and professionals. The repository of concise, expert-curated content spans across every imaginable field and top categories, ensuring that industry stakeholders can stay abreast of the latest trends and developments. Mozo Hunt fosters a collaborative environment where professionals can showcase their expertise through various formats such as presentations, infographics, and documents. This not only allows them to stand out but also resonates effectively with their peers and wider audiences. The platform's reach to millions of visitors through targeted searches ensures that industry insights are accessible to those who seek them, fostering meaningful connections and facilitating knowledge-sharing opportunities that transcend traditional boundaries. Through Mozo Hunt, industry professionals can actively engage, contribute, and propel their careers to new heights by leveraging the power of collective knowledge and expertise.

JOB DESCRIPTION

JOB TITLE: Marketing & Sales Intern

LOCATION: New Ashok Nagar (Hybrid)

DURATION: 2 months

KEY RESPONSIBILITIES:

- Assistance with marketing and advertising (such as social media, email, WhatsApp, etc.)
- Monitor social media and advertising platforms for new news, eights and reviews.
- Research and analyze competitors' marketing strategies and digital content.
- Help create mockups, email campaigns, and social media content.
- Help create written content/videos/images for marketing pipelines.
- Support marketing campaign planning and execution
- Analyze and evaluate quantitative and qualitative data from marketing campaigns.
- Market analysis
- Pre-sales
- Sales promotion activities
- Sales research
- Competitor visits and find the truth.
- Set and monitor sales targets.
- Provide sales strategies, recommendations and marketing plans.
- Help achieve sales goals.
- Stay informed about business developments.
- Answer customer questions.
- Resolve complaints with customers.
- Build relationships with potential customers through referrals.
- Research potential customers and create a list.
- Giving advice on customer profiles, presentations and sales reports.
- Help develop customer relationships and retain existing customers.
- Learn and apply sales strategies.
- Keep sales records.

- **Task 1: Sales** – Mozo Hunt e-learning Subscriptions
- **Task 2: Data Mining** – 25 Companies strategies Analysis
- **Task 3: Social media marketing** – Increasing followers on LinkedIn, Instagram, and Facebook
- **Task 4: Digital Marketing** – SEO knowledge

ANALYSIS OF JOB

The position of a Marketing and Sales Intern at Mozo Hunt Pvt Ltd plays a crucial role in combining theoretical knowledge with hands-on experience in the dynamic realm of marketing and sales. This comprehensive analysis will delve into the different facets of the job, encompassing key responsibilities, required qualifications, necessary skills, learning prospects, and the overall influence of the internship on the candidate's professional growth.

KEY RESPONSIBILITIES:

The role involves supporting marketing and advertising promotional activities across various channels, such as social media, email, and WhatsApp. Responsibilities include monitoring social media and advertising platforms, researching competitor strategies, contributing to the creation of mock-ups and content, and assisting in the planning and execution of marketing campaigns. Additionally, tasks encompass analysing quantitative and qualitative data from campaigns, conducting market analysis, participating in pre-sales and sales support activities, researching competitors through visits and fact-finding, setting and monitoring sales objectives, providing sales strategies and feedback, contributing to meeting sales targets, staying updated on industry developments, addressing customer queries and disputes, establishing collaborative relationships with prospective clients, generating lists of potential customers, providing input on customer briefs and presentations, developing customer relationships, learning and applying sales techniques, and maintaining sales records.

QUALIFICATIONS AND SKILLS:

The job requires candidates with a background in Sales, Advertising, or Marketing, preferably holding a graduate or postgraduate degree in the respective fields. Essential qualifications include excellent interpersonal and communication skills, as well as the ability to excel in a fast-paced team environment. Proficiency in PowerPoint, Word, and Excel is preferred. Applicants meeting these criteria are encouraged to apply for the position.

LEARNING OPPORTUNITIES:

My experience as a Marketing and Sales Intern at Mozo Hunt Pvt Ltd has been incredibly enriching, offering a myriad of learning opportunities that have significantly contributed to my professional growth.

Throughout the internship, I actively assisted in diverse marketing and advertising promotional activities across platforms like social media, email, and WhatsApp, gaining practical insights into campaign execution. The responsibility of monitoring social media and advertising platforms allowed me to stay abreast of trending news, ideas, and feedback, fostering a deeper understanding of market dynamics. Researching and evaluating competitors' strategies honed my strategic thinking skills, while actively contributing to the creation of varied content types, including mock-ups, email campaigns, and social media content, enhanced my creative abilities. The firsthand experience of competitor visits and fact-finding exercises added a practical dimension to my market research skills. Addressing customer queries, mediating disputes, and establishing collaborative relationships further developed my customer-centric skills, contributing to my overall professional competence. The internship at Mozo Hunt Pvt Ltd not only equipped me with practical skills in sales techniques, maintaining sales records, and contributing to the development of sales strategies but also kept me abreast of industry developments. Overall, this experience has been instrumental in shaping my understanding of the dynamic marketing and sales field, providing a solid foundation for my future endeavours in the industry.

CUMULATIVE PROGRESS ASSESSMENT:

Mozo hunt Pvt. Ltd. adopts a comprehensive approach to assessing the intern's progress. Regular evaluations are based on weekly reports submitted by the intern, providing a detailed account of tasks performed, challenges faced, and lessons learned. The weekly reports serve as a valuable tool for tracking the intern's contributions to ongoing projects and overall engagement with assigned responsibilities.

Feedback sessions are incorporated into the assessment process, offering the intern an opportunity for constructive guidance and mentorship. These sessions are designed to facilitate open communication, allowing the intern to seek clarification, address concerns, and receive guidance on areas for improvement.

The internship's impact on the candidate's professional development is substantial. By actively participating in ongoing projects, the intern gains practical insights, hones critical thinking skills, and learns to navigate the complexities of real-world scenarios.

LEARNING OUTCOMES

Embarking on the internship journey has been a transformative experience, shaping not only my understanding of the subject matter but also cultivating a range of skills essential for professional growth. Throughout this internship, I have had the opportunity to delve into diverse projects, tackle real-world challenges, and engage with hands-on learning experiences. Here's a summary of what I have learned during my internship:

DATA COLLECTION SKILLS:

Acquired proficiency in collecting data from various sources, including online platforms like LinkedIn, Google etc.

QUALITATIVE RESEARCH TECHNIQUES:

Engaged in qualitative research tasks, contributed to the creation of comprehensive research reports, showcasing my skills in interpreting data.

Particulars	Company-1	Company-2	Company-3	Company-4
Company name	Hindustan Unilever Limited	Tata Consumer Products	Godrej Consumer Products Limited	Pate Products
CEO	Saniv Mehta	Sund A D'Souza	Sudha Srikani	Vijay
Contact number	1244336500	22664644	888888	2287100300
Email id	comsec.hul@unilever.com	esp-ur@tcpindia.co.in	investor.relation@godrejcp.co.in	socialmedia_team@pate.biz
Number of employees	21000	3700	26,849	475
Promotional strategy	Sponsorships and partnerships	It has a very aggressive promotional strategy with a multi-channel approach spread across both older channels like Television, magazines, radio, etc. and also with innovative and newer campaigns on the ground and other like social media handles like Facebook, Twitter, etc. It has also got great ad campaigns and social campaigns some of them are "Happy in Power of 49", "Gaan chahiye", etc.	Godrej uses value-based and user benefit based positioning strategy to highlight the intrinsic culture and achievement that the brand has with the customers over the years	all types of promotions like TV, new spaces, online ads, etc. They are also very active on TV advertisements especially when Pate Global had introduced the promotions were made by using its mascot, Nevia. Depend on the young get on the Pate G
Marketing strategy	Brand Awareness, Product Innovation, Customer Engagement, Market Segmentation and CSR Initiatives	powering core brands by investing behind them, driving premiumisation, expanding distribution reach, and developing alternate channels for growth	the company focuses on innovation, customer centricity and joint operations for capturing the tremendous opportunities in the emerging markets such as Asia-Pacific regions, Africa, Latin America and others.	Pate uses various marketing strategies to promote and market itself. It does sponsorship activities, it uses brand ambassadors and a variety of advertising
Vision	"To be the global leader in sustainable business. We will demonstrate how our purpose-led, future-fit business model drives superior performance, consistently delivering financial results in the top half of our	To build better brands and business performance	To be 10 times the size of the company as in 2020 by 2030	We will stand apart from the competition by being the first in the market to, we believe

MOZO HUNT SIP

TASK -3

S.no.	Prospects	LinkedIn	Instagram	Facebook
1	Muskan Lohia	Yes	Yes	No
2	Smriti Mehta	Yes	Yes	No
3	Ratnesh Anand Chaurasia	Yes	Yes	Yes
4	Divita Bhatia	Yes	Yes	No
5	Neelam Tiwari	No	No	Yes
6	Anupama Yadav	Yes	Yes	Yes
7	Chirag Tiwari	Yes	Yes	Yes
8	Shrey	No	Yes	No
9	Payal Gupta	Yes	Yes	Yes
10	Aas Agarwal	Yes	Yes	Yes
11	Kishan Jain	Yes	Yes	No
12	Nikita Saini	Yes	Yes	Yes
13	Gautam Malhotra	Yes	Yes	No
14	Anurag Tiwari	Yes	Yes	Yes
15	Anita Verma	No	Yes	Yes
16	Chirag Khemani	Yes	Yes	Yes

powering core brands by investing behind them, driving premiumisation, expanding distribution reach, and developing alternate channels for growth

COMMUNICATION AND COORDINATION:

Collaborated effectively with team members, ensuring seamless information flow and coordination throughout the internship. Enhanced my ability to work in a team-oriented environment, contributing to overall project efficiency.

ABOUT E-LEARNING IN INDIA:

During my internship at Mozo Hunt Pvt Ltd, I delved into the realm of e-learning in India, gaining valuable insights into the dynamic landscape of online education. The experience provided a unique perspective on the challenges and opportunities within the e-learning sector, exposing me to key trends, innovations, and the evolving needs of learners in the Indian context.

SECONDARY RESEARCH:

At Mozo Hunt Pvt Ltd, I honed my skills in secondary research, delving deep into existing data and resources to extract meaningful insights. The internship equipped me with the ability to navigate and synthesize information effectively, contributing to informed decision-making processes. Secondary

research became a crucial aspect of my role, providing a foundation for comprehensive analysis and strategic planning.

SUBSCRIPTION-BASED BUSINESS:

As part of my internship at Mozo Hunt Pvt Ltd, I had the opportunity to understand the intricacies of a subscription-based business model. This hands-on experience allowed me to grasp the nuances of customer retention, value proposition, and the strategic considerations involved in building and sustaining a subscription-based service. It provided valuable insights into the business dynamics of recurring revenue models.

STP (SEGMENTATION, TARGETING, POSITIONING):

The concept of STP became a guiding principle in my role as a Marketing and Sales Intern at Mozo Hunt Pvt Ltd. I actively contributed to the segmentation, targeting, and positioning strategies, tailoring marketing approaches to specific audiences. This experience enhanced my understanding of market segmentation, the identification of target audiences, and the development of effective positioning strategies to create a compelling market presence.

COMMUNICATION SKILLS:

My internship journey at Mozo Hunt Pvt Ltd significantly enhanced my communication skills. Engaging in various tasks, such as content creation, customer interactions, and contributing to marketing campaigns, allowed me to refine both written and verbal communication. This skill development proved instrumental in conveying ideas effectively and fostering collaborative relationships within a professional setting.

SOCIAL MEDIA MARKETING:

Mozo Hunt Pvt Ltd provided an immersive experience in the realm of social media marketing during my internship. From monitoring platforms for trending content to actively contributing to the creation of engaging social media content, I gained practical insights into the strategies and techniques employed in effective digital marketing. This exposure contributed to my understanding of audience engagement, brand promotion, and the impact of social media in contemporary marketing practices.

LEARNING AND PROFESSIONAL DEVELOPMENT:

My internship at Mozo Hunt Pvt Ltd served as a crucible for personal growth, instilling in me a profound sense of patience and perseverance. Navigating the complexities of tasks, such as competitor visits, fact-finding missions, and customer dispute resolution, required a steadfast approach. The experience taught me the invaluable lesson that success often hinges on the ability to endure challenges with unwavering patience, ensuring a methodical and thorough approach to tasks. Moreover, the internship emphasized the pivotal role of persuasion in the sales domain. Actively contributing to sales support activities, providing strategies, and meeting sales targets underscored the importance of effective persuasion. Learning to articulate ideas convincingly, tailor communication to varying audiences, and employ persuasive techniques proved instrumental in achieving success in sales-related endeavours. Resilience emerged as a cornerstone of my personal development during the internship. Whether analysing quantitative data from marketing campaigns or addressing customer queries, encountering setbacks was inevitable. Embracing resilience enabled me to bounce back from challenges, adapt to evolving situations, and persistently pursue goals. This newfound resilience became a powerful tool, allowing me to navigate the dynamic and sometimes unpredictable nature of the marketing and sales landscape. In essence, my personal learnings from the internship at Mozo Hunt Pvt Ltd encompassed the virtues of patience and perseverance, the art of persuasion in sales, and the indispensable quality of resilience, collectively contributing to a well-rounded skill set essential for professional and personal success.

SUGGESTION

ENHANCE USER EXPERIENCE WITH A DEDICATED APPLICATION:

Develop a user-friendly Mozo Hunt application to provide a seamless and immersive experience for subscribers. The application can offer exclusive features, easy navigation, and personalized content recommendations to enhance user engagement.

EXPAND FREE TRIAL ACCESS FOR INCREASED CUSTOMER ACQUISITION:

Extend free trial durations to allow potential subscribers more time to explore and experience the value of Mozo Hunt's e-learning services. Implement targeted marketing campaigns to promote the extended free trial, attracting a larger audience and increasing conversion rates.

OPTIMIZE WEBSITE UI FOR IMPROVED ACCESSIBILITY:

Revamp the website's user interface (UI) to ensure a visually appealing, intuitive, and easy-to-navigate platform for users. Prioritize mobile responsiveness and streamlined navigation to accommodate users accessing the platform across various devices.

INTRODUCE INNOVATIVE USPS TO STAND OUT:

Conduct market research to identify emerging trends and preferences within the e-learning sector. Develop and promote new Unique Selling Propositions (USPs) that differentiate Mozo Hunt from competitors, emphasizing innovation, quality, or unique features.

DIVERSIFY SUBSCRIPTION MODELS FOR USER FLEXIBILITY:

Introduce a variety of subscription-based models, such as 3-month, 6-month, 12-month, and unlimited options, catering to different user preferences and usage patterns. Implement flexible pricing structures to provide users with choices that align with their budget and learning needs.

CATEGORIZE CONTENT FOR TARGETED USER ENGAGEMENT:

Organize content into specific categories such as books, magazines, newspapers, and study materials to facilitate targeted user engagement. Implement a user-friendly content discovery system, allowing subscribers to easily access and explore content based on their interests and academic needs.

PROMOTE SOCIAL MEDIA ENGAGEMENT AND AWARENESS:

Strengthen Mozo Hunt's presence on social media platforms by consistently sharing engaging and informative content. Utilize social media marketing strategies to increase followership on platforms like LinkedIn, Instagram, and Facebook, fostering brand awareness and community engagement.

CONTINUOUSLY MONITOR COMPETITOR STRATEGIES:

Regularly analyze competitor strategies in the e-learning market to stay informed about industry trends, innovations, and potential areas for improvement. Utilize competitor insights to adapt and refine Mozo Hunt's marketing and sales strategies, ensuring a competitive edge in the market.

ENCOURAGE CUSTOMER FEEDBACK AND TESTIMONIALS:

Actively seek feedback from existing customers to understand their experiences and identify areas for improvement. Showcase positive customer testimonials on the website and marketing materials to build trust and credibility among potential subscribers.

IMPLEMENT AN EFFICIENT CLAIM SETTLEMENT PROCESS:

Streamline the claim settlement process to address concerns related to delays and enhance overall customer satisfaction. Communicate transparently with customers about the process, providing clarity and building trust in Mozo Hunt's commitment to service excellence.

These suggestions aim to optimize Mozo Hunt's marketing and sales strategies, fostering growth, customer satisfaction, and sustained prominence in the competitive e-learning landscape.