

**Ravi Lochan Singh,
Managing Director, Global Reach**

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***Wider launch of new edTech solution for changing customer behaviour
in International Mobility Students***

Background:

Global Reach through PSA (www.PlanStudyAbroad.com) has over the last three years provided limited release of an online platform tailored to offer a semi-virtual handling of our student counselling process virtually through a GR trained counsellor. This platform also offered GR the ability to offer students flexibility to manage online and then be suitably handled through a GR office. Over 2019, approximately 10% of total student enquiries was generated through the online platform. **We are now in a position for the external launch of our online tools that will ensure that GR continues to lead the market by way of standards and ability.**

Announcement

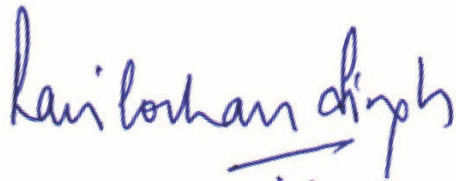
- Global Reach is an education counselling organisation and is now significantly increasing its technology capability. I now welcome www.uniagents.com and www.unica.co.in (University Common Application), both of which are now a part of Global Reach. Our “renewed” PSA (www.planstudyabroad.com) is being launched now. Our Vision is to use technology as an enabler to support every student in their quest for an international education. This enhanced offering supports speedy delivery to meet changing student needs, including reaching them directly through our various engagement activities, as well as through our accredited Engagement Referral Partners, and Institutional Partnerships. *While the directly received online leads will be handled “as much **virtually** as possible”, wherever there are lead generating referrals from third parties, GR will still deliver its responsibility as the University’s primary agent and completely oversee the process from counselling to enrolments.*
- GR will also release its mobile apps this week which will be of great use to the students who are in the process of making their decision. The students will be able to monitor the progress of the application from their device.

Our technology solutions now offers users, advanced search, match, and expert advise including courses and institutions comparison, fitting them best to student’s profile and cultural fitment, make applications, processing travel, VISA and study regulations. Our new PSA will enable better management of leads, detailed marketing support and engagement including Virtual Fairs, Managed Events etc

through mobile App platforms which will offer students a personalised experience all through, and at reduced overall costs across

Global Reach is known for our pioneering work because of our single minded focus on doing what is best for the student. We have been respected as a preferred and transparent Agency providing Services to students and partners alike for International Mobility Students across SOUTH ASIA since 1991. Our customisable mobile app on android and iOS platform, simplified and yet enhanced user experience, technology tools will enable the GR counsellors who are reputed to be amongst the best in the industry to deliver a world class experience to the students.

We will be happy to connect with you to help experience the 'World of Difference' we will be making to your online Virtual User experience. Despite Covid19 impact, we are positive that 2021 will be a good year for our business. We will also offer the best service suiting the changing needs of our students in the coming period that is referred to as the "new normal".



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For more details please write into or send us your message on whatsapp

Iran Sinha: +91 9836111544, Email: calassist@globalreachonline.com

Sayanti Banerjee: +91 9903474454, Email: calcutta3@globalreachonline.com