

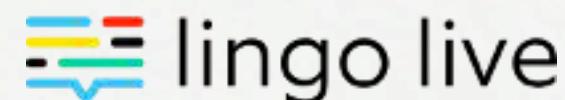
Case Study

SCALING REMOTE OPERATIONS

Building a High-Performing Distributed Team
in EdTech

Dina Spencer

Problem



Lingo Live, a language coaching platform serving remote tech workers globally, was scaling from a small startup to a distributed network of 150+ instructors across three continents. As one of three operations managers, I was responsible for building operational systems for 50+ instructors while contributing to platform-wide excellence, tackling the following issues.

1

Inconsistent quality and performance: Without standardized training or quality assurance processes, instructor performance varied significantly.

2

The company lacked performance management systems, clear communication channels, or frameworks to maintain quality and engagement across time zones from San Francisco to Singapore.

3

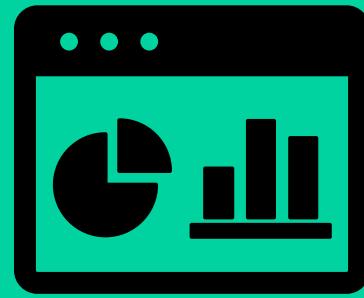
Instructors and learners faced UX frustrations, but there was no systematic process for identifying problems and working with engineering to resolve them.

The stakes: Poor operations would lead to inconsistent client experiences, instructor turnover, and an inability to scale the business. We needed operational excellence to support growth.

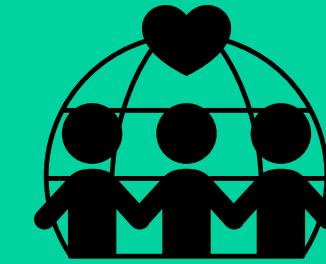
To address these challenges, I designed and implemented a comprehensive operational strategy focused on three core areas:



Building scalable performance systems to ensure quality



Creating feedback loops between operations and engineering to detect issues



Establishing engagement strategies for a distributed workforce

Performance Management & Quality Systems

Without standardized processes, instructor quality and feedback was inconsistent. I set up a measurable KPI system to track instructor performance using tools like Looker to aggregate data from the platform:

- Session completion rates
- Client satisfaction scores
- Booking consistency
- Response time

Based on this data, I created a quality assurance process that identified issues early, including performance reviews using data dashboards, clear improvement plans for instructors below performance thresholds, and recognition for top performers.

18

Lessons in the last 6 complete months

77.27%

Lesson Attendance

% of lessons attended by your learners

How engaged are your learners? Lingo Live shoots for 85% lesson attendance or better! Scroll down for community averages and your individual learners' attendance.

4.78

Coach Score (out of 5)

Avg. of learners' post-lesson scoring (Scored on a 1-5 scale; 1 = poor, 2 = below average, 3 = average, 4 = above average, 5 = excellent)



Cross-Functional Collaboration with Engineering

Platform UX issues were frustrating instructors and learners, but there was no systematic way to communicate problems. To improve platform usability, I created feedback loops with engineering:

- Issue identification: Gathered platform pain points through surveys, usage observation, and client feedback analysis, synthesizing results in a centralized bug report.
- Prioritization and resolution: Aligned with engineering team to prioritize issues by impact.
- Communication and adoption: Documented improvements and updated instructor community on new features and resolved issues.

Quick Reminders and Tech Updates



Check your Google calendar time zone for your @lingolive gmail account and make sure your lesson schedule matches your calendar. This will help avoid missed classes and confusion with reminders.



As always, keep your blueprint updated.

Submit bug reports [here](#) (or in the website menu) to let the tech team know about problems.

Some common bugs are class requests with no date and time (leading to error message loops), canceled lessons less than 6 hours in advance not appearing in stats, and no email notification for canceled classes. Know that we have heard your reports and are working to fix these issues with limited resources, so thank you for your patience. Please continue submitting reports when you see a problem!

Remote Culture & Engagement Strategies

As the team grew more distributed, instructors felt isolated and disconnected from the company and each other. I created a communication infrastructure for distributed teams:

- Communication hubs organized by time zones
- Regular company-wide updates sharing wins, new clients, instructor achievements and product roadmaps
- Office hours where instructors could ask questions or connect informally
- Monthly virtual meetups and webinars bringing together instructors to learn about relevant topics
- Opportunities for instructors to win prizes and recognition for their contributions

New Platform: Sneak Peek

Peek: How we're going to prove that your coachees are making progress

Check out this walkthrough of our custom survey capabilities on the new platform. I'll talk you through how we're thinking about data (benchmark & custom) and how we plan to prove that our program is worth the investment. Bonus: two book recommendations for proving impact as a learning professional! Click the video thumbnail or button to watch the ~9 minute video (or 4.5 minutes on 2x speed! 😊)

 [Screenshot of video walking through surveys](#)[Watch the Video Here](#)

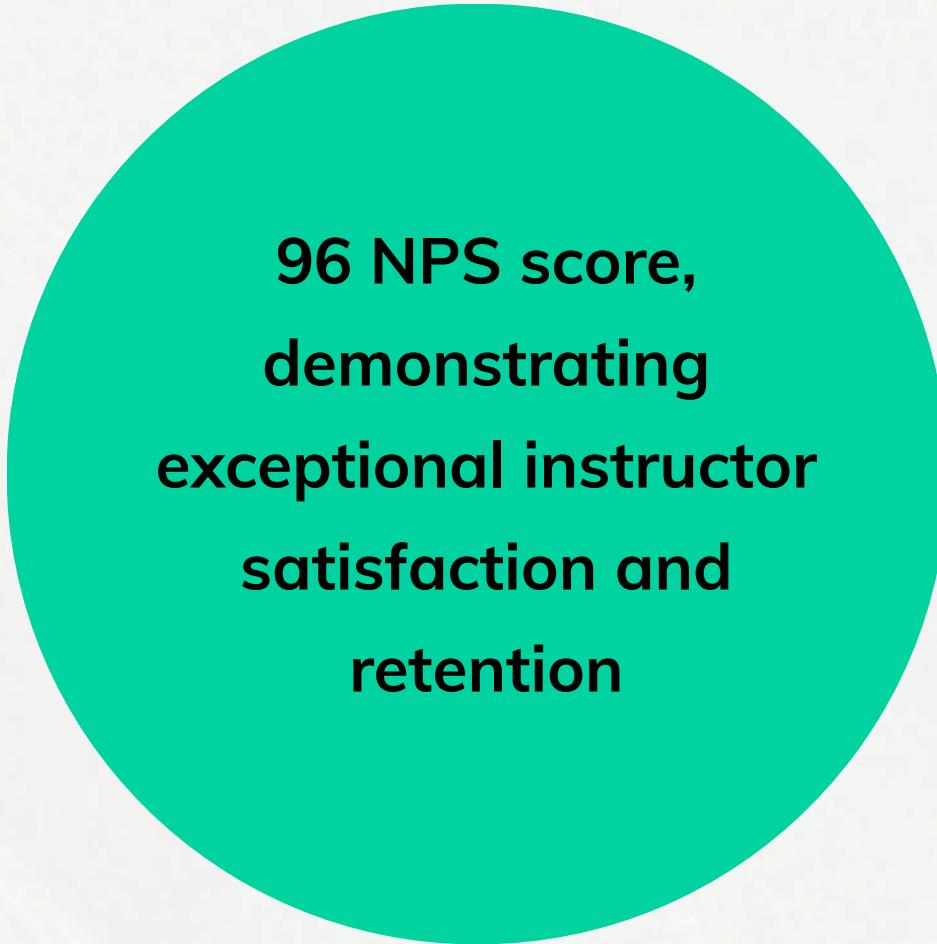
Please read the newsletter and keep an eye out for additional communications regarding the new platform. Thank you!

In Case you Missed It

Here's a quick recap of important things that happened on Slack:

Results

These initiatives delivered a significant positive impact on operational excellence:



96 NPS score, demonstrating exceptional instructor satisfaction and retention



4.94/5.0 average client rating across the entire 150-instructor platform, proof that operational systems enable quality at scale



Improved platform functionality and UX, resulting in higher client and instructor satisfaction

Beyond these metrics, this work created operational infrastructure that supported Lingo Live's continued growth, proving that distributed teams can achieve exceptional performance with the right systems and culture.

Key Learnings

1

Remote operations require intentional systems: High-performing remote teams require deliberately designed communication channels, performance frameworks and community-building initiatives. You can't rely on organic connection, you have to architect it.

2

Performance data enables both accountability and support: Tracking measurable KPIs wasn't about micromanaging instructors, it was about identifying who needed support early. The best performance management systems create clarity and enable coaching conversations grounded in data, not opinions.

3

Cross-functional collaboration requires structured feedback: The gap between operations and IT requires creating regular touchpoints, clear prioritization and shared language between teams, turning frustration into progress. The best product improvements come from systematic user feedback.

4

Quality doesn't automatically decline with scale if you build the right systems: Our 4.94/5.0 rating across 150+ coaches proved otherwise. The key was designing performance management systems that made excellence the default, not the exception. Clear KPIs and systematic quality assurance created consistency.

Reflections

Looking back, I would have:

- Invested in data visualization earlier: Self-service dashboards giving instructors immediate access to their performance metrics would have enabled faster self-correction and reduced administrative burden.
- Formalized peer mentorship: The informal connections between instructors were valuable, but official mentor pairings with clear expectations would have scaled that impact more effectively.
- Documented processes more thoroughly: Written playbooks for onboarding, quality assurance, and community management would have made it easier to delegate and maintain consistency as the team evolved.

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