

# How TVS Credit achieved 2x growth for direct channel disbursement

worxgo

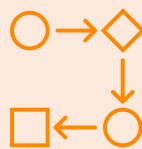
## Client Overview

A significant part of \$8.5 billion TVS Group, TVS Credit Service Ltd. is an Indian financial services company incorporated in 2008. With over 10,000 employees in place, its presence spans across 21 states in India.

## Key Challenges



Low Sales Productivity



Poor Adherence to Sales Process



Off Target Channel Mix and Channel Activation

The substandard productivity was the topic of concern for the Used Tractor division at TVS Credit. The salesforce was constantly missing their targets due to the inefficient sales productivity. Only a small portion of Reps were actually adhering to the Sales Process. The non-alignment of priorities and sales protocol was adversely impacting the business..

The management was further challenged by the off-target channel mix. The poor payoff by the Reps to the quality channels not only caused Channel inactivation but was leading to revenue losses. The management wanted to boost the Sales Productivity & enhance the team management by keeping their Reps more **Engaged, Motivated** and **Productive**.

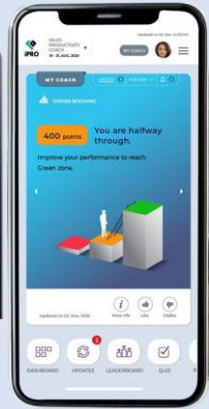
# Nudge Coach Deployment

The management at TVS Credit deployed the worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the Coach nudges each Rep to actively engage in Sales activities and hit their quotas.

worxogo Nudge Coach understands each Reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the Reps to utilize multi channel outreach sequences to proliferate a wider network.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the Reps to proactively go after the prospective channels and maintain existing accounts. Instant recognition and rewards through badges and points incentivized the Reps to comply by the Sales Process and gain leverage.

The Managers tracked individual performance for each of the sales Rep, identified the individual not doing well and intervened at the right point. By helping the managers focus on what's really important for each Rep, Nudge Coach acted like a productivity wingman, driving the productivity by leaps and bounds.



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## The Outcome

25%

Improvement in  
Channel Partner  
Activation

2X

Increase in Direct  
Channel  
Disbursements

The deployment of worxogo's Nudge Coach led to a significant transition in Sales management combined with improved adherence to the Sales process. Not only did it drive up the productivity of the Salesforce but boosted the productivity for Team Managers as well.

There was a sizeable jump in Channel partner activation. With an increased network of partners and much more sales enquiries, the used Tractor Division for TVS credit witnessed a tremendous surge in Direct Channel Disbursements.