

CASE STUDY

How a Leading Credit Services Co. achieved 2x growth in direct channel disbursement



Client Overview

A significant part of \$8.5 billion MNC conglomerate, this credit services company was incorporated in 2008. With over 10,000 employees in place, its presence spans across 21 states in India.



Key Challenges



Improve Sales Productivity



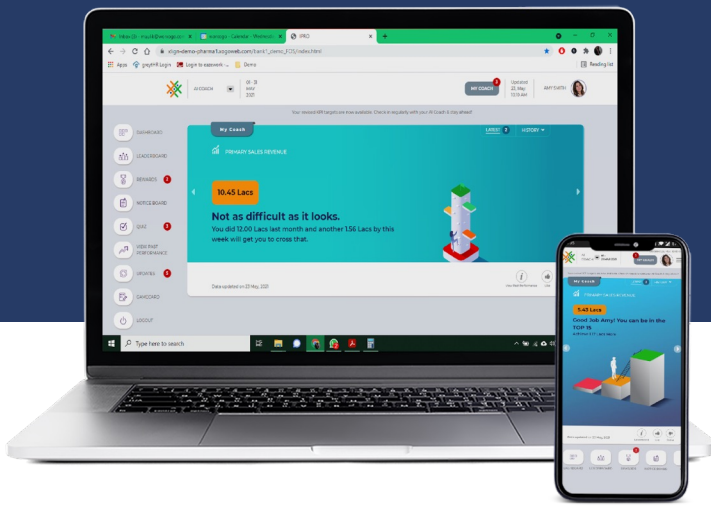
Increase Adherence to Sales Process



Improve Channel Mix and Channel Activation

The Used Tractor division at the Credit Services Company was looking to improve their team's productivity. Inefficient sales productivity meant that sales reps were missing their targets. One of the major reasons for this was the lack of adherence to the Sales Process. This non-alignment of priorities and sales protocol was adversely impacting the business.

The management was further challenged by the off-target channel mix. The team was looking to drive improve their channel mix and channel activation in order to boost revenue. 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 sales team at Credit Services Used Tractor Division deployed the worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the Coach nudged 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 helped 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.



The Outcome



25%

Increase in Channel Partner Activation



2x

Increase in Direct Channel Disbursements

The deployment of worxogo's Nudge Coach improved adherence to the sales process driving up the productivity of the Salesforce and Team Managers as well. There was a sizeable jump in Channel Partner Activation. With an increased network of partners and more sales enquiries, the used Tractor Division at the credit services co. witnessed a surge in Direct Channel Disbursements.