

CASE STUDY

How a leading agri company increased Sales enquiries by 30%



Client Overview

With an annual turnover of \$1.2 bn, this global agri company is the world's third-largest tractor manufacturer. The company sells over 180,000 tractors annually with a distribution network of over 1200 dealers and presence across 100+ countries.



Key Challenges



Improve Retail Sales Performance



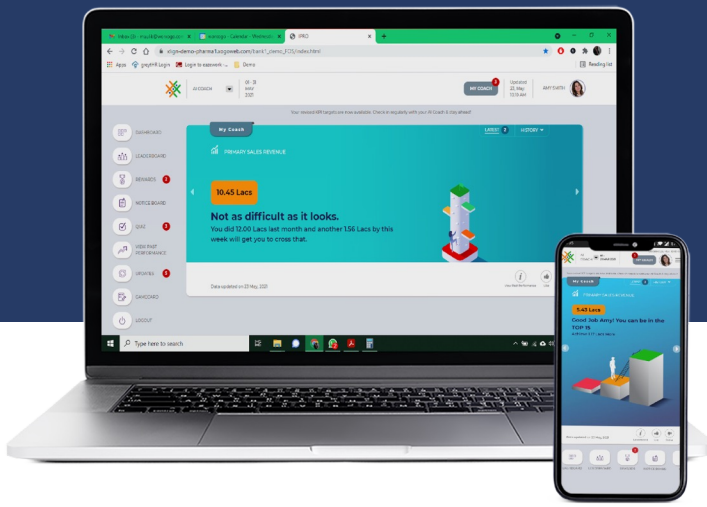
Boost CRM Adoption



Increase Visibility of Sales Funnel

The management were looking to improve their retail sales performance. The limited occupancy and lower footfall meant dealers were finding it hard to meet targets. Only a small portion of Dealer Sales personnel were actually using the CRM tool, leading to data inconsistencies and loss of potential Sales.

The dealers relied on manual methods of tracking leads which caused inefficiencies and disorganized business flow. The failure of CRM Adoption meant low visibility of Sales Funnel and loss of vital leads. The management wanted to boost the CRM adoption & enhance retail sales by keeping their dealers more Engaged, Motivated and Productive.



Nudge Coach Deployment

The management deployed worxogo's Nudge Coach for their agri sales team. Based on the Nobel prize-winning concept of Nudges, the Coach nudged each dealer to actively engage in Sales Funnel activities.

worxogo Nudge Coach understands each Dealers' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the dealers towards better operations and customer satisfaction.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the dealer sales personnel to incorporate the CRM usage in their work schedule and commit to its efficient use. Instant recognition and rewards through badges and points incentivized the dealer sales personnel to add value to the Sales Funnel and gain leverage.

The Managers tracked individual performance for each of the dealer sales personnel, identified individuals not doing well and intervened at the right point. By helping the managers focus on what's really important for each dealer, Nudge Coach acted like a productivity wingman, thrusting the sales curve in the upward direction.



The Outcome



The management witnessed large ROI from worxogo Nudge Coach. The most significant transition was the improved rate of CRM adoption. Not only did it drive up the business profitability but also bought in data standardization across platforms.

There was a sizeable jump in sales funnel activities combined with much more sales enquiries, reflective of the increased productivity of the dealer sales personnel.