

## CASE STUDY

# How a multi-national Finserv company achieved 104% of disbursement targets



### Client Overview

This Indian multinational financial services company boasts of a network of 5,275 branches and over 115 product and service offerings and a presence spanning 17 countries.



### Key Challenges



**Improve Adoption of Digital Initiatives**



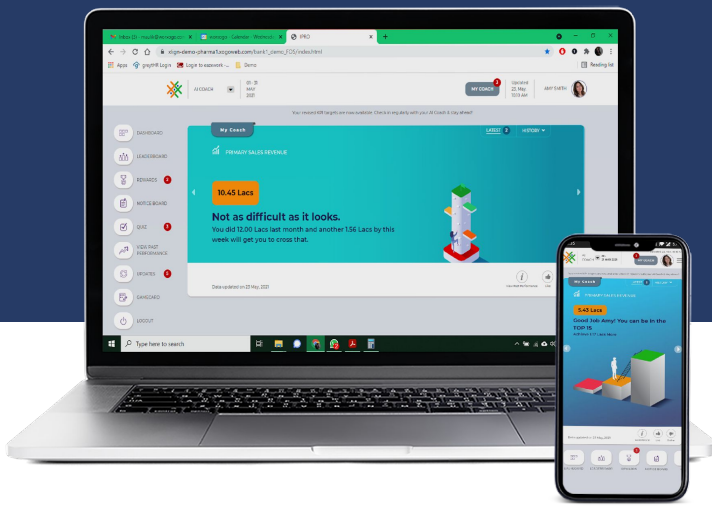
**Drive Customers to Self Apply for Loans**



**Improve Personal Loan Disbursements**

The Personal loans division at the Bank needed to improve the digital adoption by their customers – this included selling loans on the digital platform as well as onboarding consumers onto the platform. Improving adoption of Bank's digital initiatives would improve disbursement values, especially on online platforms.

Sales reps had to keep in line with the growing need for online banking combined with acceleration of remote interactions and do so within shorter turnaround times. The management wanted to build a high-performing Sales team that was more **Engaged, Motivated** and **Productive** and able to deliver on their targets consistently.



## Nudge Coach Deployment

The Personal Loans Division at the Bank deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged sales reps to extend Bank's digital initiatives at scale.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges helped the team to improve their engagement rate and enhanced customer satisfaction with regards to online loans.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the sales reps to drive end-customers to self-apply for loans online and improve upon their loan closings. Instant recognition and rewards through badges and points incentivized reps to boost disbursements via online platforms.

Managers tracked individual reps' performance and could identify reps that were struggling and guide them accordingly. By helping the managers focus on what's really important for each sales rep, Nudge Coach acted like a productivity wingman helping them improve their disbursement value and increase sales productivity.



## The Outcome



**13x**

**Productivity on  
Focus KPIs**



**213%**

**Achievement on  
Disbursement  
Through Online  
Medium**



**104%**

**Overall  
Disbursement  
Against Targets**



**50%**

**Of Sales Force  
Achieving Over  
100% Targets**

worxogo Nudge Coach helped the bank's personal loan sales team become a highly engaged and productive force.

The management witnessed large ROI from worxogo's nudge coach. The results included faster turnaround time, enhanced customer satisfaction, improved rate of loan disbursements on their online platforms and a visible shift in the performance of the sales reps