

CASE STUDY

How a CPG player
increased activity
by 28% and
Revenue by 9%



Client Overview

The multi-diversified consumer goods conglomerate has a turnover of >\$1 billion and has 21 manufacturing units, 12 agri sites and 24 depots spread across SE Asia.



Key Challenges



Increase # of products
sold per interaction



Improve interaction
Rate with channel
partners

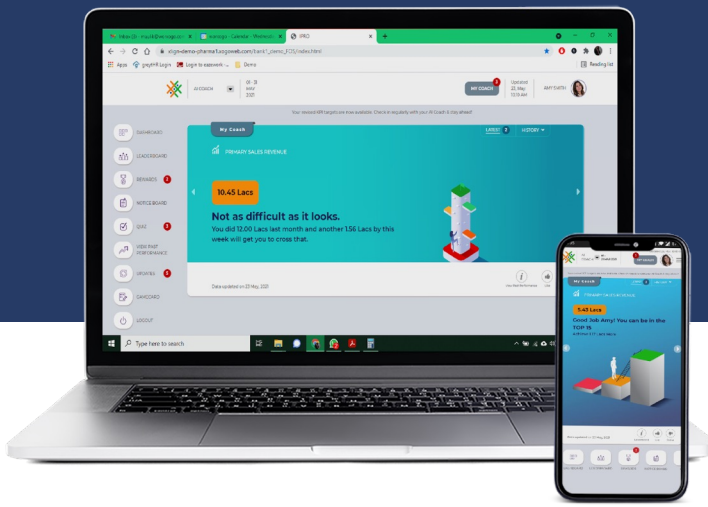


Improve Sales Value
Achievement

The Sales Team at the CPG company was struggling to meet its targeted sales figures.

The management realized the need to increase the connect with existing channel partners and make optimum follow-up visits. The low interaction rate with the channel partners was resulting in loss of prospective business.

Further the representatives were not selling the desired product mix with the existing channel partners. The management wanted to improve sales productivity by keeping their agents more Engaged, Motivated and Productive.



Nudge Coach Deployment

The CPG Sales Team deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach helped sales reps build productive behaviors like proactively engaging in sales interactions.

worxogo Nudge Coach understands each agent's motivations and nudges them daily on their KPIs. These behavior-shaping nudges helped the sales team hit their targets consistently.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped reps to increase their visits to prospective channel partners and improve their follow-ups with the existing ones. Instant recognition and rewards through badges and points incentivized them to perform consistently in line with their sales achievement goals.

The Managers tracked individual reps' performance and could identify reps who were struggling and guide them at the right time. By helping the managers focus on what's really important for each rep, the Coach acted like a productivity wingman, helping them build better sales rapport.



The Outcome



28%

More sales reps interacting with Channel Partners as per targets



6%

More sales reps selling Ideal Product Mix



9%

Increase in Sales Revenue



17%

More sales reps achieving more than 100% revenue targets

Using worxogo Nudge Coach, the management witnessed an increase by 5% to 25% in number of reps crossing the 100% monthly target improvement.

This led to increase in Monthly Sales Revenue from a baseline of 82% to 91%. With the help of behavioral interventions, sales reps with desired interactions increased from 45% to 73%, building a wider and deeper distribution network for the CPG Group.