

CASE STUDY

How one of India's largest Private Banks increased Loan Disbursement by 26%



Client Overview

One of India's largest private sector bank, this bank has a network of 5,608 branches with over 150,000 employees. With reported earnings of \$19.74 Bn in 2020, the bank offers wholesale banking, retail banking, auto loans, personal loans among other services.



Key Challenges



Improve Login Count and Value



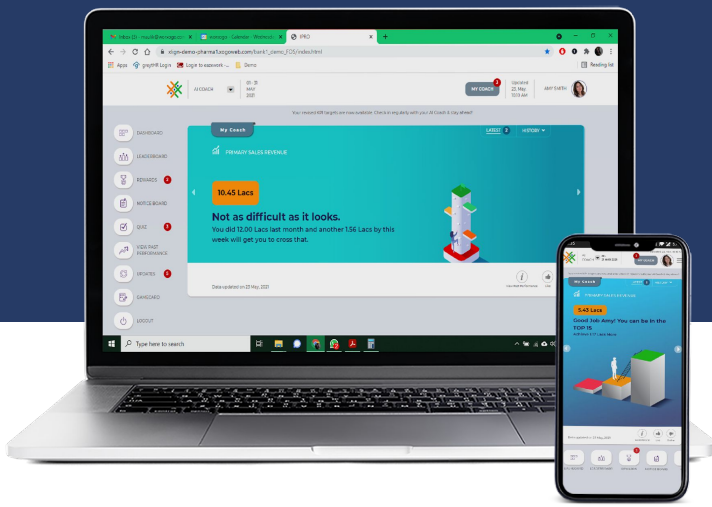
Improve Disbursement Count



Increase Disbursement Value

The management at the Auto Loans Division of the bank wanted to improve Login Count and Value and register an increase in credit growth. Challenged by the shrinking demand and a highly competitive market for Auto-loans, there was a need to increase the Disbursement Count. The team was challenged by a liquidity surplus and needed to increase the expansion rate of their Disbursement Value.

The management wanted to build a high performing Sales team that met their monthly target consistently by becoming more **Engaged, Motivated and Productive.**



Nudge Coach Deployment

The Auto Loans Division at the Bank deployed worxogo Nudge Coach to improve their team's productivity. Based on the Nobel prize-winning concept of Nudges, the coach helps Sales Reps build productive work behaviors.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference helping the team to adopt high-performance work behaviors like consistent performance from the start of the month.

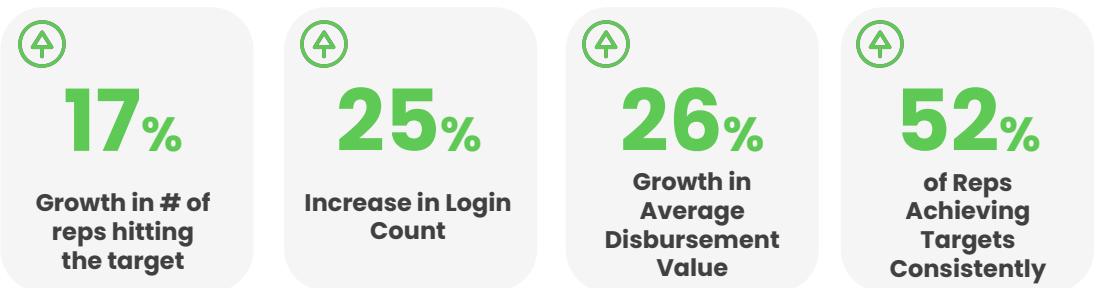
worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the sales reps to focus on the goal of financing for their potential clients and improve their loan closings. Instant recognition and rewards through badges and points incentivized reps to excel in aggressive prospecting and outreach.

Managers tracked individual reps' performance and identified reps who were struggling and could guide them at the right point.

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 count & value and expand the credit portfolio.



The Outcome



Using worxogo Nudge Coach, the Auto Loan Sales team became a high-performing team.

There was a significant behavior shift with more clients yielding a high disbursement value. Additionally, there was a considerable shift in performance of the Sales Reps generating a steady credit growth for the Auto Loans division at the Bank.