

## CASE STUDY

# How a leading Indian bank increased product pitches by 130%



## Client Overview

The company is the third largest private sector bank in India with a growing asset size of \$60 Bn. With a wide domestic footprint of 4,594 branches and 6 Virtual Centres, its global presence spans across eight international offices across globe.



## Key Challenges



**Increase Customer Connects**



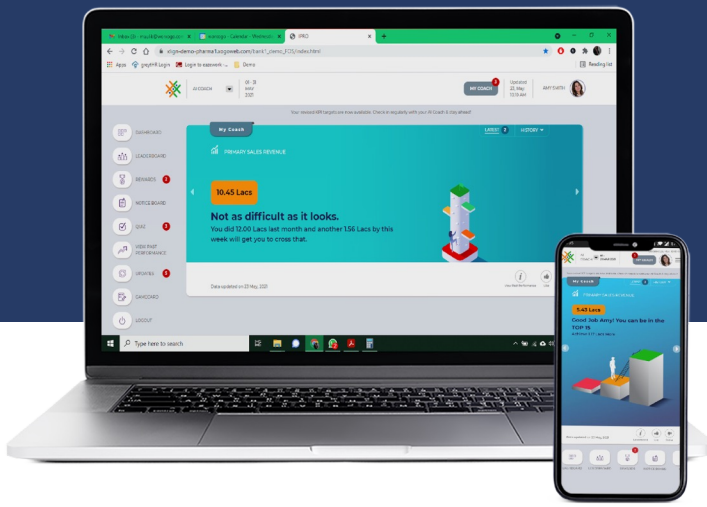
**Improve Customer Interactions**



**Improve Client Meetings Around Focused Products**

For the bank's captive division, the numbers needed to increase with improvement on customer connects. They wanted to increase customer interactions at the start of the month instead of only the dramatically high connects at the end of the month. The relationship managers needed to better maintain their daily run rate and achieve their monthly targets. In addition, they needed to improve their conversion rates around focus products instead of just selling low-priority products to meet financial goals.

The management wanted to build a high performing customer relationship team that was more **Engaged, Motivated** and **Productive**, in order to improve their client interaction rate.



## Nudge Coach Deployment

The Captive Division at the bank deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged each Relationship Manager to improve their numbers for customer interactions.

worxogo Nudge Coach understands each Manager's motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the team to maintain their daily run-rate and enhance conversions around focus products.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the Relationship Managers to boost leads and meetings around high-value products and enhance their teams' productivity. Instant recognition and rewards through badges and points, incentivized them to link day-to-day activities to bank's financial objectives.

The team leaders tracked individual managers' performance and identified Relationship Managers not doing well and intervened at the right point. By helping the leaders focus on what's really important for each manager, Nudge Coach acted like a productivity wingman facilitating good customer relationships, building business over the value of those relationships.



## The Outcome



worxogo Nudge Coach unlocked the productivity for the bank's Relationship Management team. There was a huge improvement in customer interactions - meetings around focus products doubled in all the bank's locations

worxogo Nudge Coach acts as a scalable system that allowed the managers to align their individual actions with the bank's goals.