

## CASE STUDY

# How a Leading Finserv Company increased Disbursements by 21%



## Client Overview

A significant part of an \$8.5 billion multinational conglomerate, this Indian financial services company was incorporated in 2008. With over 10,000 employees in place, its presence spans 21 states in India.



## Key Challenges



**Improve Business From Channel Partners**



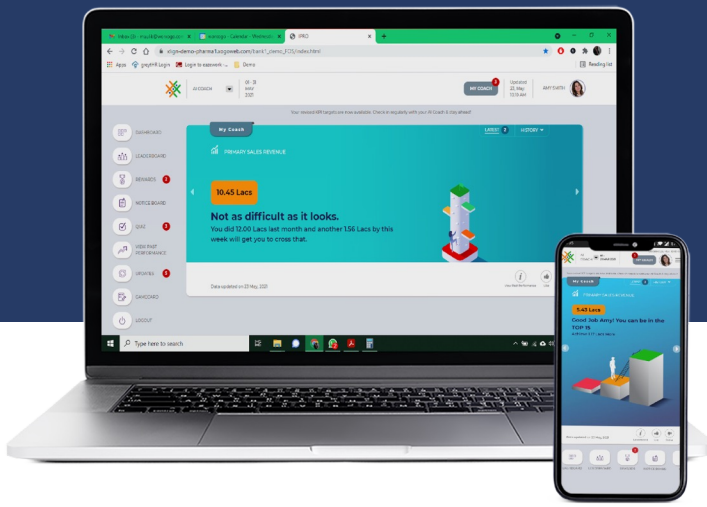
**Month End Skew**



**Improve Self Sourced Business Leads**

The Sales team at Financial Services company needed to increase the supply of qualified prospects from their existing Channel partners. There was a need to improve the predictability of sales till the last week of the month, a positive attitude towards sales engagement at the beginning of the month would help improve this.

The Reps needed to improve their contribution towards their monthly inbound sales quota, which would result in increasing revenues from these Self-sourced leads. The management wanted to boost the sales pipeline, by keeping their Reps more **Engaged, Motivated** and **Productive**.



## Nudge Coach Deployment

The sales team at the financial services company deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the Coach nudges each sales representative to proactively engage in sales interactions, hence improving their productivity.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the sales team to perform early on and consistently.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the reps to increase their engagement & improve their follow ups with the existing channel partners. Instant recognition and rewards through badges and points, incentivized them to bring in more business from self sourced leads.

The managers tracked individual Reps' performance and identified reps not doing well and intervened at the right point. By helping the managers focus on what's really important for each rep, Nudge Coach acted like a productivity wingman, helping them boost the sales pipeline.



## The Outcome



Deployment of worxogo Nudge Coach led to a vast improvement in performance of the financial services Sales Team.

There was a considerable shift in sales predictability with steady sales trend through the month. The increase in Self-sourced disbursements combined with enhanced sales engagement registered a jump in overall disbursements.