

## CASE STUDY

# How a \$5 Billion Transportation Co. improved Sales Productivity by 28%



## Client Overview

A multinational operations management and analytics company with 30,000+ employees deployed across globe services clients in multiple industries including travel, logistics, financial services, among others. The company works with premier provider of North American shipping, transportation & logistics with \$5 billion annual revenue and one of the broadest portfolios in the industry.



## Key Challenges



**Boost Sales**



**Maintain  
Average Handle Time**

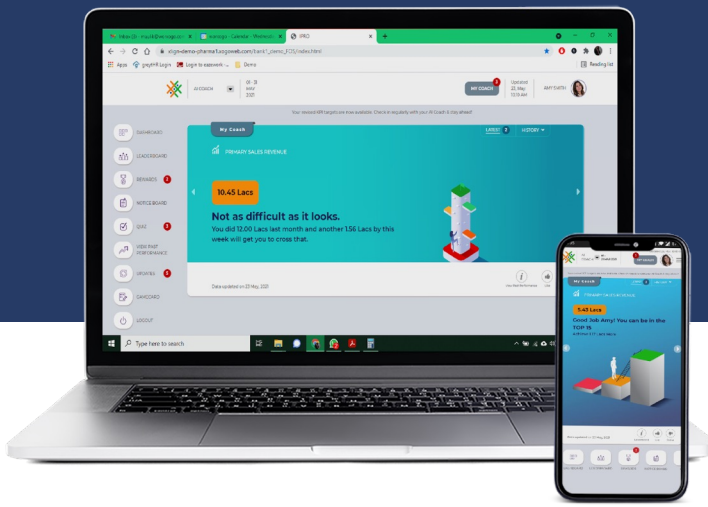


**Enhance Quality**

Management for a transportation process wanted to improve the engagement throughout the sales process by helping agents to better interact with prospects.

The management wanted to build a team of high-energy, dedicated and innovative agents; who proactively work to seek solutions for potential problems of the customers. The team wanted to maintain consistent attendance while exhibiting behavior in alignment with Quality benchmarks and the Average Handle Time (AHT).

Keeping their focus on consistent outcomes, management wanted to build a more Engaged and Motivated team.



## Nudge Coach Deployment

The customer support team deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged managers to send constructive feedback to the agents regularly.

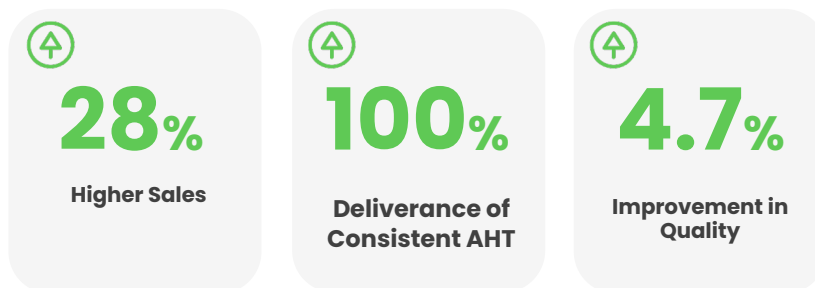
worxogo Nudge Coach understands each agent's motivations and nudges them daily on their KPIs. These behavior-shaping nudges oriented the team to adhere by the time and quality benchmarks and improve their performance.

Daily personalized nudges helped the agents to boost their accuracy and improve their average handle time. With over 500+ feedback instances sent by team manager to the agents in real-time with regular performance updates helped agents to focus on continuous and consistent productivity.

Managers got a bird's eye view of their teams' performance and using a proprietary 2-click method they were able to focus on coaching each individual agent based on their performance and motivation at context. The Nudges and insights helped managers drive key behaviors that led to an improvement in scores for the end client.



## The Outcome



With the deployment of worxogo Nudge Coach, the team demonstrated higher efficiency with considerable improvement in quality.

The highly engaged agents attracted & retained a higher number of bookings. They even delivered a more positive customer experience. With an average increase of 17 loads per day, the team exhibited exceptional performance productivity.