

108% Increase in Overall Sales Productivity
Achieved by SBI Card using G-Cube's BFSI LMS:

A Case Study by **G·CUBE**
AN MRCC GROUP COMPANY



G-Cube & SBI Card
Won the Prestigious Apex awards 2021
(Category- Electronic Media - Apps)

25000

Employees Trained
Seamlessly

26%

Time Saved During
Induction

120%

Increase in Sales
by New Joiners

108%

Increase in Overall
Sales Productivity

About the Client

SBI Card & Payment Services Ltd. is a payment solutions provider in India. It was launched in Oct 1998 by the State Bank of India (India's largest bank) and GE Capital.



**Sbi Card Branches
Are Spread Across
100 Cities In India.**



**12 Million Cards
Issued In 2021.**



**Recorded A Net Profit
Of ₹345 Crore Till The
Second Quarter On Fy
21-22.**

Business Requirement

For SBI Card, managing training for extended workforce was one of the biggest challenges. With most of their salesforce being hired through third party vendors, they were unable to get an exact count of people to be trained and thus, various costs associated with these trainings could not be calculated. The unavailability of a learning management system added even more obstacles in their way to train the huge workforce that needed regular trainings to meet day-to-day business requirements. When they approached G-Cube to find a technology-based learning solution, they had specific needs.



A digital learning platform which is mobile-supported, interactive as well as personalized to meet individual learning needs.



Ability to complete training modules on-the-go and content availability in various languages for better learning experience.



Real time data of new hires to calculate training and logistical costs such as recruitment, background verification costs etc.



Enforce strict adherence to New Hire Orientation (NHO) guidelines set by the Reserve Bank of India.



Major Challenges Faced



Unable to meet RBI regulations of completing induction before employees started customer interaction due to remote locations.



Salary processing became a challenge as joining process was not automated and manipulation of attendance data lead to legal challenges.



Courses were not supported on mobile devices, making it difficult for remote sales team to access training on-the-go.



Tracking and forecasting sales productivity was difficult as actual number of salespersons on field were difficult to ascertain.



Training a wide spectrum of sales employees spread across remote locations with diverse & continuous learning needs.



Solutions

G-Cube's mobile-first learning management system (LMS) app was deployed for SBI Card, rebranded as 'mGurukul' to meet all the requirements shared by the client. The LMS helped them with a multitude of issues ranging from compliance management to productivity.



The 'mGurukul' app served the centralized platform for all remote sales employees who could stay connected and receive instant updates from SBI Card across geographies.



Integration of 'mGurukul' app with the internal HRMS portal provided real-time bi-lateral data flow from HRMS to mobile App and backwards. The data sync with LMS at regular intervals helped in managing employee data.



LMS helped with collecting real time data - the number of new hires joined & who can start with the training.



LMS assigned trainings as per the user profiles created and their job roles. The sales trainings were completed at a faster rate and employees were able to serve their respective customers at the earliest.



The app helped SBI Card adhere to RBI's NHO guidelines as with mGurukul, the new hires training started immediately without having to wait for trainer's physical presence and logistical requirements.



Use of LMS ensured that training courses were localized as per users' language preferences, thereby making the employees ready to perform their duties at a quicker rate and increasing learning uptake.



Mobile-enabled courses helped improve collaboration and created impactful learning experiences for sales team to go-live quickly in interacting with their customers.

Impact

With mGurukul app and G-Cube's continued support, SBI Card achieved tremendous positive impact. The training delivery to the extensively dispersed sales workforce became seamless and faster. Withing a short time, the number of mobile app downloads reached **100,000+** with the following overall impact since the launch:

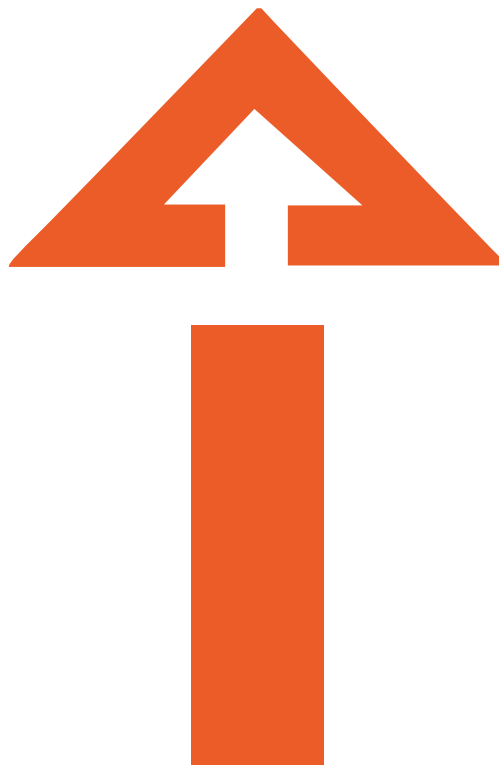
- **120%** increase in sales by new joiners as the whole process of hiring & training has become more efficient.
- **3000-4000** employees getting trained per week on the LMS consistently despite the huge number.
- **108%** increase in overall sales productivity from **96%** before the pandemic.
- **9 days** reduction in induction days for customer service team, going down to **21 days** from existing **30 days**.
- **25000** employees per day used the App which provided as a scalable solution.
- RBI guidelines were followed, as now training started immediately without trainer's physical presence and logistical requirements.
- SBI Card sales force could access courses on their personalized tablets and smartphones as per their convenience.
- The LMS improved the geographic reach with an ability to boost knowledge retention and business sales.

Testimonial

“As users, we see mGurukul as our “Go to Tool”, which can help us in getting us out from any difficult situation. From being a platform for enabling the audience with e-learning courses to becoming one of the important pillars of SBI Card automation journey, mGurukul has been a key for that. With the help of mGurukul, we have been able to effectively move our all kind of trainings from classroom to LMS.

We are now able to have real time tracking of trained manpower on the field, it helps us in lot of planning & forecasting related decision- making situations. Every day, we were able to engage more than 28,000 employees. In the end, we would say, we feel very proud for the decision we made 4 years back of having an mGurukul for us.

- **Ashish Shukla**, Senior Manager, Centre of Excellence – NFTE Training, SBI Card Payment & Services Ltd



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