

# Leading asset management company in Asia – we executed a complete sales transformation with focused efforts on the retail channel

## Situation

- **One of the largest asset management companies in Asia by AUM** with total Assets under Management more than \$13 Billion
- **Declining market share in the past years** – lost its leading position from being the pioneering, largest company to a less than 10% market share
- **Recognized need for a holistic sales transformation program** across channels

## What we did

- **Developed a segmentation approach** to improve overall distribution channel share of business
- **Created customized sales enhancement strategies** across Bank/ND and retail channels
- **Refined the pricing structure** to make it more attractive/ competitive
- **Evaluated the product and marketing strategy** to improve product empanelment and branding
- **Adopted a pilot and nation-wide roll-out approach** across ~150 branches

### M&S Expertise



Peeyush Dalmia



Ruchi Kalra



Suparna Biswas




Anis Mankada


## Impact


- **Dramatic increase in branch scorecards against sales SOP**


N = 33 pilot branches

### Achievement level No. of branches

		July'14	April'15
	Platinum level ▪ Score > 4.6	1	15

	Gold level ▪ 3.6 < Score < 4.5	1	17
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	Silver level ▪ 2.6 < Score < 3.5	5	1
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	Red level ▪ 1 < Score < 2.5	26	0
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- **30-50% increase in key accounts market share expected by 2015 end**