

A leading Financial Services company leveraged KNOLSKAPE's solution to enhance its Digital Dexterity!

CHALLENGE

The company is part of a conglomerate which has businesses across industries. It is one of India's leading non-banking finance companies with focus on the rural and semi-urban sector. The company is a leading vehicle and tractor financier and also offers other products like Fixed Deposits and SME Loans.

The organization wanted to enhance the digital dexterity of its department heads, help them adapt to the new normal, and gain fluency in skills to manage the business realities.

SOLUTION

KNOLSKAPE offered a comprehensive solution including the Digital BLUR Masterclass, assessing their digital quotient, and a development journey to enhance digital customer experience and to create Digital Transformation Champions. Following were the salient features of the program:

- > An interactive session on the BLUR framework
- > The Digital Quotient Assessment on 10 themes from emerging technologies
- > Understanding the as-is state to building the roadmap for the to-be state of Digital Customer Experience
- > Aligning the strategy, culture and capability in digital transformation and creating digital champions

KNOLSKAPE'S VALUE ADDITION

- > Digital awareness was assessed through an informative quiz
- > A customized learning path was created for the learners
- > Action learning was included in the journey to encourage application of the learning
- > The learning program was experiential and gamified

IMPACT

The Learners' rating on their satisfaction with the program including Digital BLUR Masterclass, Quiz, Customer Experience and Digital Transformation Champion was **4.5/5**

