Build high performing teams with neuroeconomics, AI
Your teams can be more engaged & productive

What you want - Plan

What you get - Actual

40%

Current technology investments solve for the process, not the team.....
Conceptual Underpinning:
Neuroeconomics + Deep Research + World class experts

Nobel prize winning work

“Humans are not completely rational... A nudge is any aspect of choice architecture that *alters people’s behavior* in a predictable way without forbidding any options or significantly changing their economic incentives.”
Personal KPI Coach that *Nudges* your team to do better

**Personal KPI Coach**

- **Unique AI+ML construct**
  - Understands what *motivates* your team

- **Nudge Engine**
  - Nudges on performance and motivational context

- **Knowledge Engine**
  - Learns on what makes your team do better

- **Contextual Insights**
  - Personalizes for each rep

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Go Live in 2 weeks

Impact in 8 weeks

Seamlessly scale
<table>
<thead>
<tr>
<th>INSURANCE</th>
<th>BANKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life</td>
<td>Banking</td>
</tr>
<tr>
<td>Sales</td>
<td>Customer Support</td>
</tr>
<tr>
<td>Policy Admin</td>
<td>Sales</td>
</tr>
<tr>
<td>Billing</td>
<td>Backoffice</td>
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<tr>
<td>Health</td>
<td>Policy Maintenance</td>
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<tr>
<td>Cust Service</td>
<td>Claims Ops</td>
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<tr>
<td>Policy Help Desk</td>
<td>Vendor Payments</td>
</tr>
<tr>
<td>Reconciliation</td>
<td>Policy Help Desk</td>
</tr>
</tbody>
</table>

Built for the BFSI sector: Behavior led | People first | Business impact
Make your team your superstars...

Drive Behaviors | Improve Productivity

For Reps

**Personal KPI Coach**

- Tracks individual performance
- Personalized nudges
- Understands each Rep’s motivational persona

For Managers

**Productivity wingman**

- Flags poor performers early
- Actionable insights – which rep needs help today
- Behavior Moneyball insights

Integrates with your ERP/ MIS/ Txn system

No Data entry needed

Works seamlessly across devices
Secret Sauce:
Understands what motivates your team

70+ attributes Workplac personas

TEAM
I belong to a team. If they succeed, I succeed.

FOCUS
How close am I to meeting the goal?

RESPONSIBLE
I will try to do the right thing.

COMPETITIVE
I am driven by the rest of the team.

MASTERY
I want to get better at what I am doing.
Where does worxogo fit:
Plugs the missing piece in your Tech Stack

Dialer, Ticketing, Txn systems
Provide information about the process

Basic information and MIS about the process

Analytics/ MIS
View of customer and process
And give analytics on what has happened

What activity to do next

Motivation – The Why
Motivates the Agents to do the right actions consistently

Motivates your team
I will improve my AHT today
Our customers talk about us:
Behavior led | people first | Business impact

worxogo is a critical part of the Nerve Center of any team operations...
Endorsed by Industry & Partners
### Proof of the Pudding: Demonstrated Business Impact

<table>
<thead>
<tr>
<th>Metric</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPS</td>
<td>5% - 15%</td>
</tr>
<tr>
<td>SLA</td>
<td>5% - 15%</td>
</tr>
<tr>
<td>FTR/ Quality</td>
<td>~20%</td>
</tr>
<tr>
<td>Utilization</td>
<td>15% - 25%</td>
</tr>
<tr>
<td>Daily compliance</td>
<td>10% - 20%</td>
</tr>
<tr>
<td>Throughput</td>
<td>8% - 25%</td>
</tr>
</tbody>
</table>

- >70,000 Employees
- 50+ Deployments
- 5 Countries

Proof of the Pudding: Demonstrated Business Impact
Global first IP connecting workplace motivations with productivity, business impact

- **80k+ Users**
- **50+ deployments**
- **5 Countries**
- **1 Mn Behavior Instances Weekly**
- **300K Daily Nudges**
Our A Team

Founder & CEO
Ramesh Srinivas
Btech (IIT M), MBA (IIM A)
25 plus years of experience
Ex Partner KPMG, PwC, IBM

Founder & President
Ravi B
BE, MBA (NITIE)
30 plus years of experience
Ex Partner PwC, CEO ECS, ED Amara Raja

Business Dev
Sanjay Ghoshal
BE, MBA (IIM B)
25 years of experience
Founder Avenir, GoCosy
Ex SDG, ECS

India Market
Suneel Aiyer
BE, MBA (NITIE)
20 years of experience
Ex Sr. Dir KPMG, PwC, ECS

US Market & Customer Success
Sudha B
MBA (IIM A)
25 years of experience
Ex Partner IBM, PwC

Alliances
Anant Sood
MBA (Symbiosis)
18 years of experience
Ex Sr Dir EY, PwC

Technology
Krish Narayanan
BE, MBA (IIM C)
21 years of experience
Ex Partner IBM, CGN

Ex Partner KPMG, PwC, IBM
Ex Partner PwC, CEO ECS, ED Amara Raja
Ex Partner IBM, PwC
Ex Sr Dir EY, PwC
Ex Partner IBM, CGN
The Opportunity Size: USD 6 Billion

Teams in BFSI, Pharma, Life sciences

$6 bn Global

$1 bn India Market

2020

$6 B

Current TAM growing @ 15% YoY

Enterprise SaaS

Sources: Markets and Markets | IDC | Forrester Innovation market | worxogo assessment
Make your teams Future Ready

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