

THE CASE STUDY

TSS CONSULTANCY



SUCCESS STORY



BUSINESS DYNAMIKS

A WORD FROM SAGAR



Sagar Tanna

Founder, TSS Consultancy

- 1) Can you explain the scope of services performed by Business Dynamiks for your company? - **Lead generation, fixing up meetings.**
- 2) When did the engagement start? Is it on-going or completed? Please give me an idea on how long did it take to see the results. **Two months , results as per expected and relationship is active ***
- 3) Did you achieve what you aimed for by engaging with Business Dynamiks? - **Yes**
- 4) Did Business Dynamiks delivered what they promised? - **Yes**
- 5) Would you hire or buy from Business Dynamiks again? - **Yes**
- 6) Do you like to offer any suggestions that would help us to achieve our objectives before we start the engagement with them? Would appreciate your inputs. - **Give them good content for them to be effective.**

* - NPS survey taken during the year 2016

THE CHALLENGE

TSS had a very niche offering that could be sold only to the Financial institutions in India.

This was also mandated by the RBI and all the financial institutions had to adhere to this compliance requirement.

TSS's competition were very formidable players in the industry that had already supplied banking software and technologies to some of the biggest banks in India. Infosys, TCS & Cognizant were few of their competitors who were trying to build similar products in the banking compliance space.



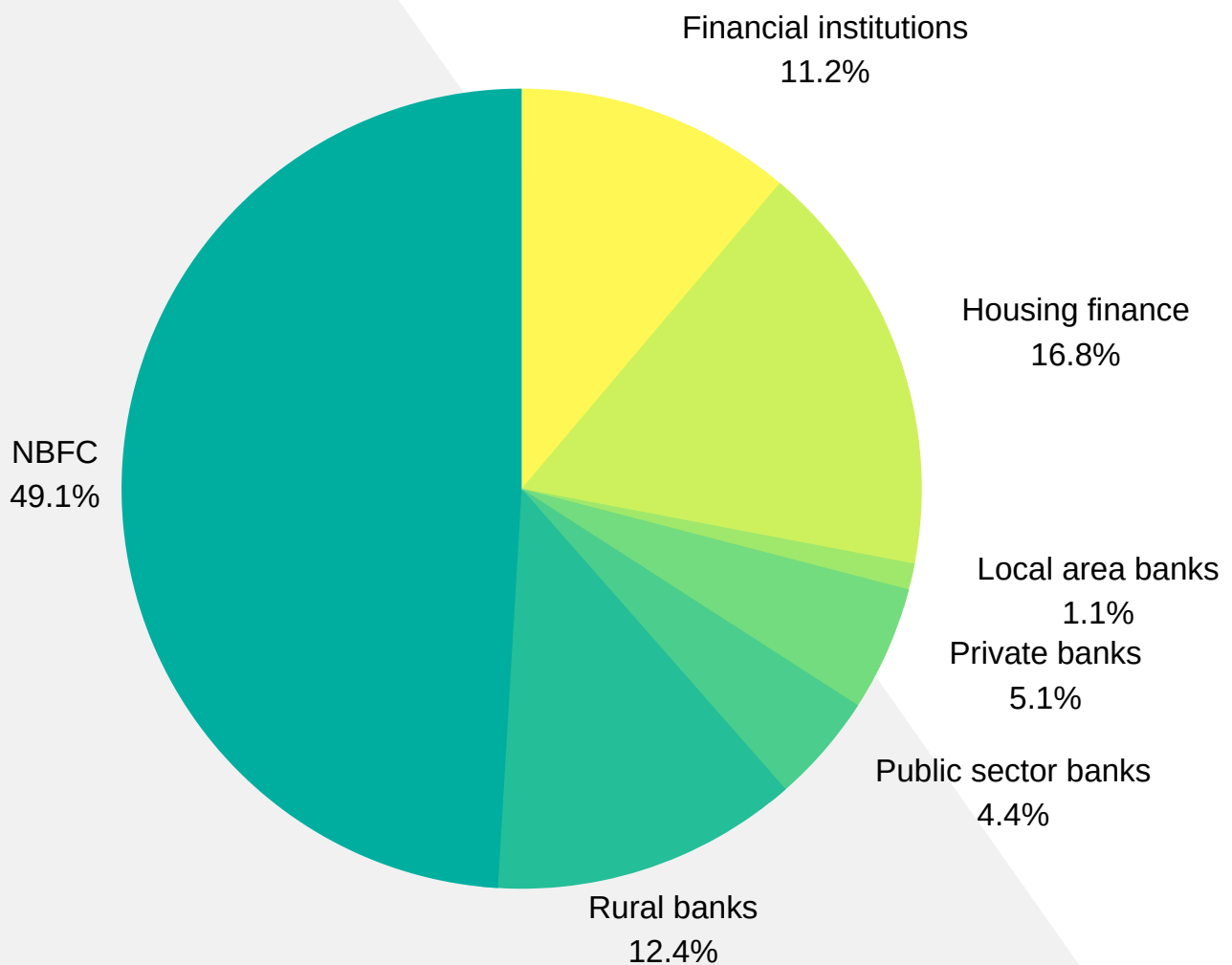
475

According to CERSAI report, there are only 830 financial institutions in total. Out of which, our target was to reach 475 financial institutions.

The challenge for TSS was two-fold.

First they were unable to reach the decision makers in the relevant financial market to sell their product.

Secondly, they had a very fierce competition [TCS, Infosys, Cognizant etc.] that had all the bandwidth, money power and references that could have put TSS in a very tough situation when it came to acquiring customers.

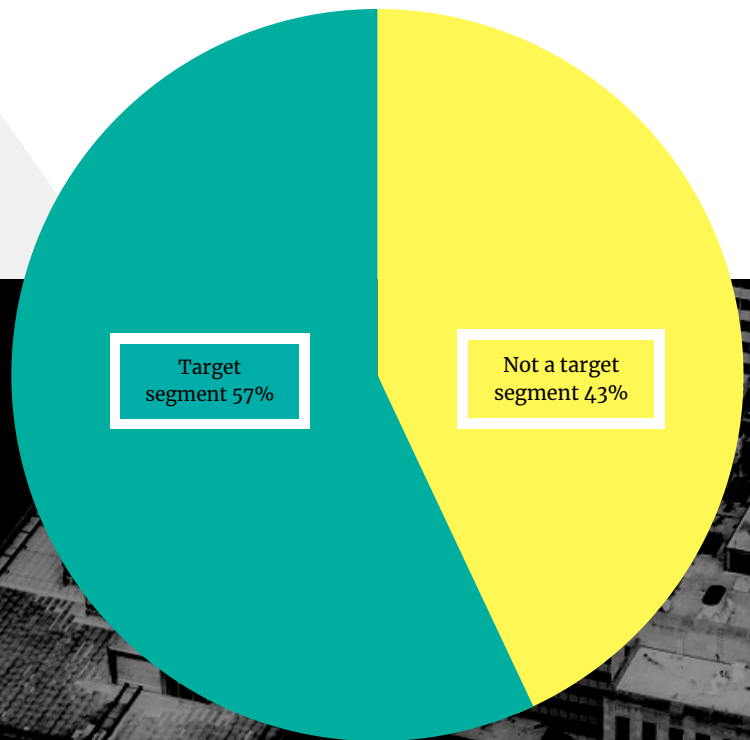


The above chart is a representation of 475 target financial institutions categorised under different industry verticals

The challenges we faced was equally as fierce as TSS was facing.

First we had a limited data sets to work with. Out of total 830 financial institutions available in India, TSS's target segment was limited to 475 institutions. This meant that Business Dynamiks needed to be very precise with the targeting and the sales programs.

Secondly, they wanted us to connect with atleast one CTO of a prominent financial institution within the first 30 days to prove that our sales program delivers result.



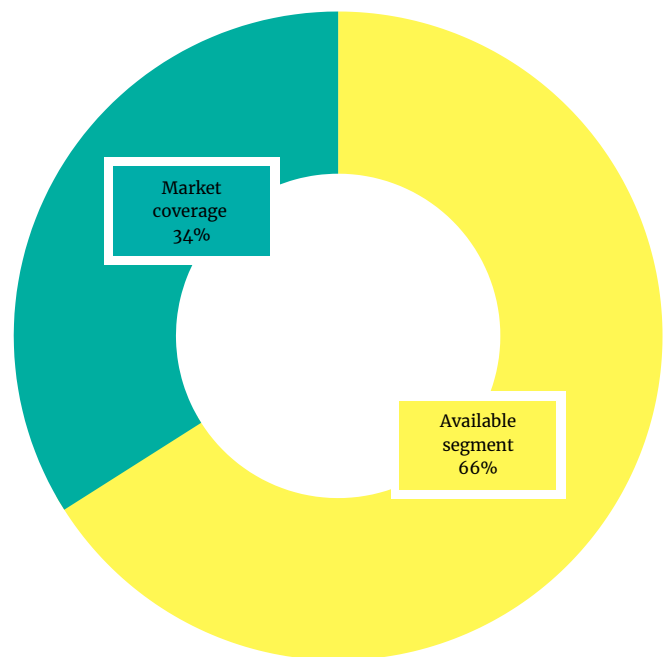
OUR CHALLENGE

Extent of

MARKET COVERAGE

Despite the fact that our overall target market / segment was limited [to 475 financial institutions], it was our duty to cover the market as much as possible.

We were able to get TSS into 163 financial institutions within 18 months. This amount to a coverage of 34% of the total available market.

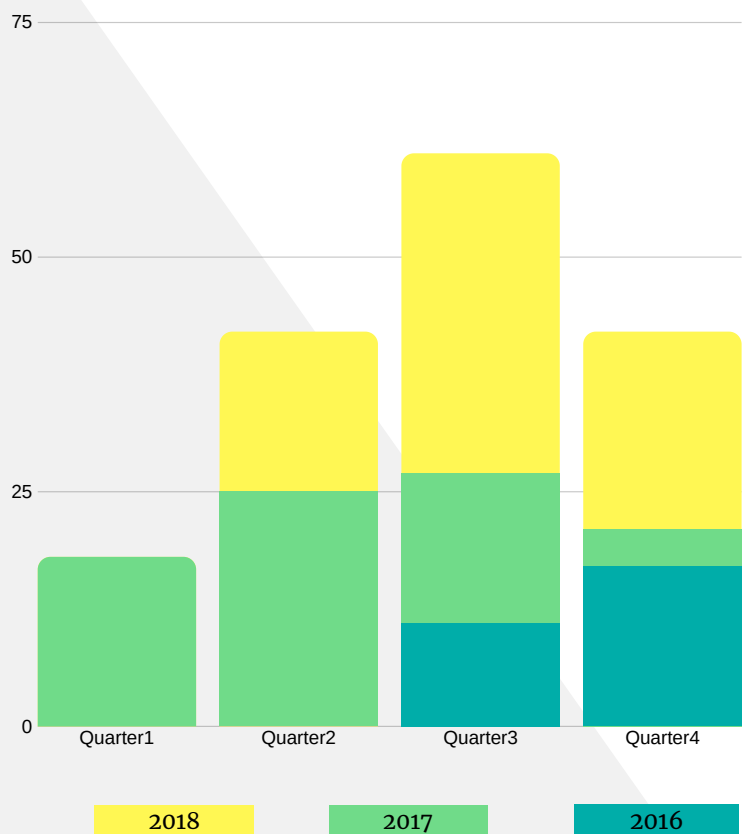


Distribution of

LEADS CONNECTED

The target customer we had to reach were the C-Level executives in these financial institutions.

We were able to connect them with C-Level executives of 163 financial institutions, with an average appointment rate of 9 contacts / month, i.e., 2 high profile meetings every week for the next 18 months.



LET'S CONNECT

