



Problem

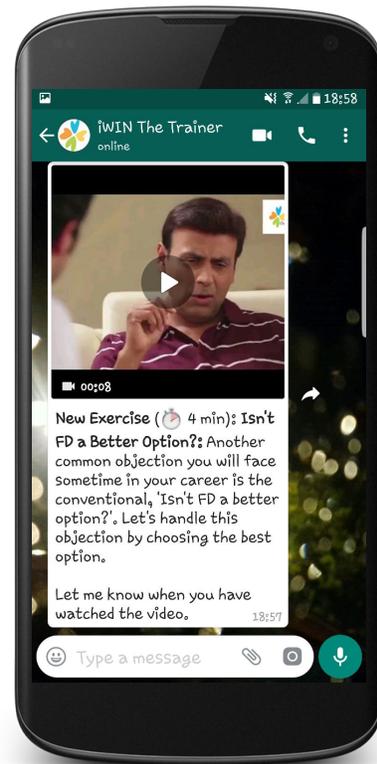
Club Mahindra Holidays is an Indian travel company that was founded in 1996. It is a part of the Mahindra Group and provides holidays on a timeshare basis. Club Mahindra operates over 50 resorts in India and overseas destinations and is affiliated with over 4,500 RCI resorts. It is the world's largest vacation ownership brand outside the United States.

Club Mahindra releases new offers for their timeshare program every month. Training their 800 field salespeople across 47 cities on these offers is a challenge. As with every manual training program, there are overheads involved and productivity loss is incurred when salespeople are pulled out of their jobs to attend classroom based sessions. Standardization of training is also a huge challenge and its effectiveness is largely dependent on trainer quality. Objection Handling and Closing are two stages of the sales process that their salespeople find especially challenging and would benefit from regular refreshers covering them.

Solution

Club Mahindra partnered with Vahan to deploy an AI-driven virtual assistant (white-labeled as 'iWIN') built on top of WhatsApp for **their entire field sales force of 800 people across 47 cities**. iWIN pushed bite-sized training exercises to the salespeople every alternate day. Custom content was designed to cover all the stages of the sales process. Objection Handling and Closing were given special emphasis and information on the latest offers was also incorporated. Each exercise was modeled as a role-play between a customer and the salesperson, thereby helping the seller practice in a virtual environment before they went to the field.

Club Mahindra's salespeople used iWIN on the road primarily while waiting for customers. Not only did iWIN help them become better salespeople, it helped them utilize their time effectively thereby maximizing productivity. Sidhant Kashiva, Corporate Manager - L&D, said, "with Vahan, we have experienced a high degree of expertise right from need identification and custom content development to seamless deployment."



Results

91%

Users said they were very confident about Objection Handling after iWIN

89%

Users said they were very confident about Closing after iWIN

3%

Increase in QoQ sales performance

2.4cr

Estimated Increase in Quarterly Revenue in Indian Rupees (\$370K)