Technovative
Consulting Services

Optimizing the Sales Funnel Using CRM and Sales Cadence for a Gold Loan NBFC

Client: A Multi-Branch Gold Loan NBFC

Problem Statement:

The gold loan NBFC operated a growing branch network but its sales process relied on manual, spreadsheet-based lead tracking with no standard way of following up on enquiries. Despite steady walk-in and referral volumes, the sales team struggled with:

- **Inconsistent Follow-Ups:** Relationship managers followed up with leads at their own pace, and many enquiries were never followed up on at all.
- **No Funnel Visibility:** Branch and regional managers had no way to see how many leads were stuck at each stage, or which leads were ageing without action.
- **Long Sales Cycles:** Enquiries frequently sat for days before documentation and appraisal began, pushing out the time to disbursement.
- **No Coaching Data:** Without stage-wise data, managers could not identify which relationship managers or branches were losing leads, or at what stage.

The client approached Technovative Consulting to design and implement a CRM-driven sales process that would bring structure, visibility, and discipline to the sales funnel.

Solutioning:

Technovative Consulting designed and implemented a CRM-driven sales funnel and cadence framework, which included the following components:

CRM Implementation and Lead-Stage Mapping:

1. **Funnel Stage Definition:** Mapped the full sales journey into defined CRM stages: Enquiry, Qualification, Documentation, Appraisal, and Disbursement.
2. **Single Source of Truth:** Migrated all leads from spreadsheets and registers into the CRM so every enquiry, regardless of source, was captured and tracked centrally.

Sales Cadence Design:

1. **Structured Touchpoints:** Defined a cadence of calls, SMS/WhatsApp messages, and branch follow-ups at each funnel stage, with a clear owner and timeline for each touchpoint.
2. **Response SLAs:** Set defined response-time SLAs at every stage, with automated CRM reminders and escalations for overdue follow-ups.

Lead Prioritization and Scoring:

1. **Intent-Based Scoring:** Introduced a lead scoring model based on loan amount, gold value, and urgency signals, so relationship managers focused first on high-propensity leads.

Manager Dashboards and Governance:

1. **Real-Time Funnel Dashboards:** Built dashboards for branch and regional managers showing funnel drop-off by stage, ageing leads, and relationship-manager-wise performance.
2. **Weekly Review Cadence:** Introduced a weekly funnel review between branch managers and relationship managers, using CRM data to coach on stuck or ageing leads.

Training and Adoption:

1. **Rollout and Enablement:** Trained relationship managers and branch staff on the CRM and cadence discipline, and reinforced adoption through daily and weekly reviews.

Impact:

1. **Sales Conversion Increased 3-Fold:** Systematic, stage-wise follow-up replaced ad-hoc tracking, converting far more enquiries into disbursed loans than the prior manual process.
2. **Sales Cycle Time Reduced by 50%:** Defined SLAs and automated reminders at every funnel stage cut the time from first enquiry to disbursement by half.
3. **Improved Funnel Visibility:** Real-time dashboards let managers see exactly where leads were stuck, enabling proactive coaching instead of after-the-fact reviews.
4. **Reduced Lead Leakage:** Every enquiry was captured and tracked in the CRM, eliminating the loss of leads that previously went unrecorded or forgotten.

Conclusion:

Technovative Consulting helped the gold loan NBFC replace an informal, spreadsheet-driven sales process with a structured, CRM-backed sales funnel and cadence. By defining clear funnel stages, enforcing disciplined follow-up SLAs, and giving managers real-time visibility into funnel performance, the NBFC tripled its sales conversion and cut its sales cycle time in half. The new cadence-driven approach gave the sales organization a repeatable, coachable process that could be scaled across the branch network.