A woman with long dark hair, wearing a white shirt and a grey patterned blazer, stands with her arms crossed and a slight smile. The background is a blurred city street at night with bokeh lights.

# Transforming An NBFC Company Into A Data-smart Enterprise

How UNext Implemented A Bespoke Data  
Analytics Program For Its Distinct Workforce



**In God we  
trust, all others  
bring data.**

*- W. Edwards Deming*

## Overview

This humorous quote succinctly captures the vitality of data, specifically in the context of enterprise growth, performance, and profitability. Statistics from a McKinsey report reveal that organizations that make data-driven decisions are **23 times** more likely to **acquire customers**, **6 times** more likely to **retain customers**, and 19 times as likely to be **profitable** as well.

Besides, **3 in 5 organizations** deploy data analytics for business innovation and **56% of the stakeholders** intend to increase their analytics budgets this year.

One premier company in the NBFC space eyed bringing in a data-first mindset in its workforce and was keen on partnering with us for a customized program. Read to find out how we approached the solutioning of a truly unique program and tied its impact to specific business outcomes.

## The Opportunity Statement

The finance company wanted to push a cultural change in its workforce and workflows by keeping data-driven decision making at the fulcrum of its business operations. This data-first approach demanded extensive reskilling in its diverse teams of professionals.

So, the enterprise wanted **UNext** to be the **strategic talent transformation partner** and driven the whole workforce development journey, ensuring the development of data skills to optimize:



Sales performance evaluations



Manager-senior leader collaborations



Organizational-level decision making



Overall strategy



Product innovation



Customer satisfaction and more





To develop data literacy in the organization's workforce, we identified distinct learner profiles, who are associated with data, teams, and dependencies at different levels.

This included:

### **Learner Profile 1**

Employees who work in HQ for various departments (Finance, HR, Marketing etc)

### **Learner Profile 2**

Regional Heads who work primarily with multiple Cluster Managers, where each Regional Heads manages multiple Cluster Managers.

### **Learner Profile 3**

Cluster Managers who work with Branch Managers, where each cluster manager works with 10-30 branch managers.

### **Learner Profile 4**

Branch Managers who work with 2-5 relationship managers.

### **Learner Profile 5**

Employees who are new to the organization  
(freshers who have joined as relationship managers)





# Instrumenting A High Impact Data Smart Program

Learners are at the heart of our training programs as we believe workforce development programs are deployed for enterprise growth but should be made for humans.

Conceptualizing learner-inspired learning programs is one of our core strengths and when we identified 5 distinct learner profiles, we immediately worked on drafting a unique transformation journey for the finance company's workforce.



## Program Approach

### **Step 1**

Understanding typical data and problem statements for each audience type

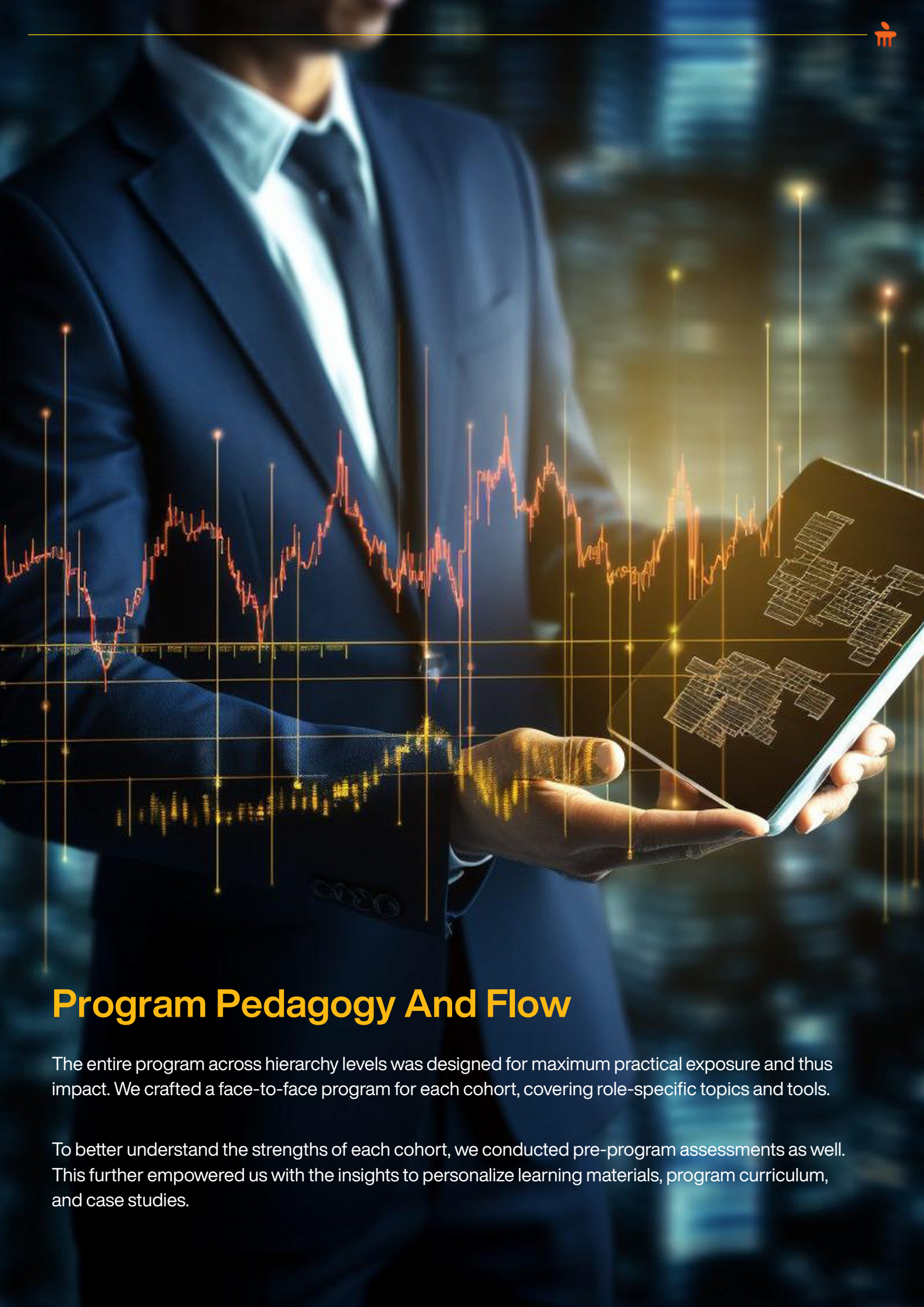
### **Step 2**

Creation and curation of distinct curriculum, learning material, and use cases for each learner type

### **Step 3**

Program Launch





## Program Pedagogy And Flow

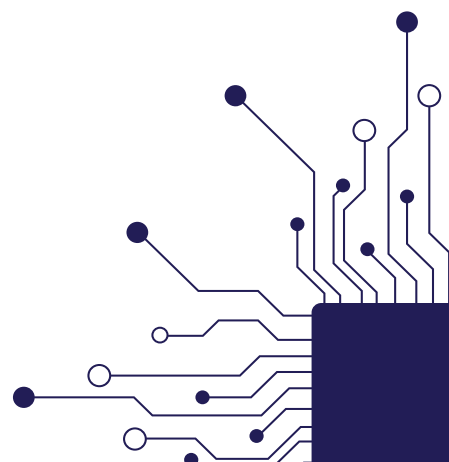
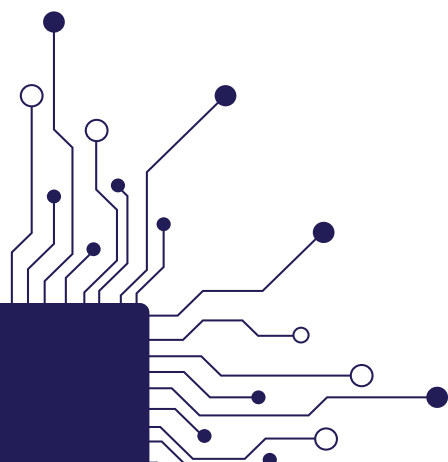
The entire program across hierarchy levels was designed for maximum practical exposure and thus impact. We crafted a face-to-face program for each cohort, covering role-specific topics and tools.

To better understand the strengths of each cohort, we conducted pre-program assessments as well. This further empowered us with the insights to personalize learning materials, program curriculum, and case studies.



# Sample Program Outline

Learner Profile 1 – HQ Employees	Learner Profile 2 – Regional Heads	Learner Profile 3 – Cluster Managers	Learner Profile 4 – Branch Managers	Learner Profile 5 – New Recruits
The Need For Data	Why Is Data Important?	Why Is Data Important?	Why Is Data Important?	The Need For Data
Data Analysis & Applications	Data Analytics Framework	Data Analytics Framework	Data Collection	Data Analytics Types & Applications
Descriptive Analytics	Data Analytics Techniques	Data Analytics Pitfalls	Data Analytics Techniques	Data Analytics
Storytelling With Data	Data Analytics Results Evaluation	Data Analytics Results Evaluation	–	Value Generation With Data







# The Result

The enterprise has nurtured an entire pipeline of young leaders to drive its futuristic visions, and we are thrilled to have been part of their journey and ambitions. We believe the new competencies inculcated will enable learners of the cohort to propel their organization further ahead in the market. We wish them good luck and look forward to implementing more such niche programs for the enterprise workforce.

## About UNext

UNext (Part of Manipal Education and Medical Group) prioritizes 360-degree talent transformation through upskilling. We offer industry-relevant programs that help enterprises transform their talent through customized learning solutions across hierarchies. We have partnered with clients across IT-ITeS / BFSI / Automobiles / Healthcare / Manufacturing / Consulting / Retail / Pharma & more segments in training tech and non-tech audiences across various customized programs.

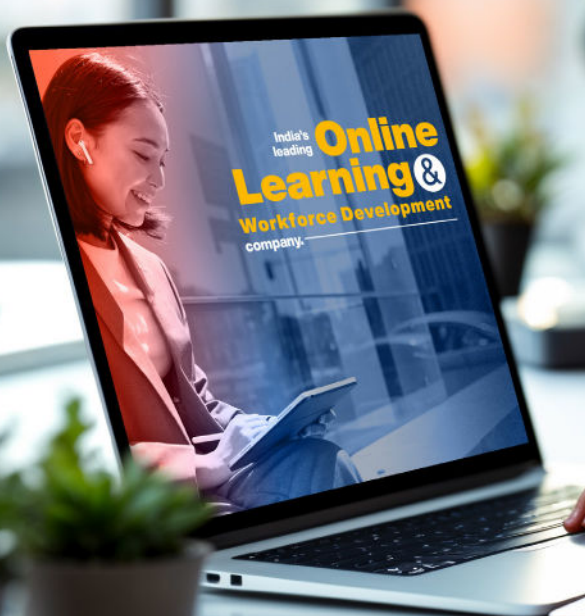
**15+ years**  
of providing learning solutions

**5,00,000+**  
Learners Transformed Globally

**60,000+**  
Learners trained through  
Role-based programs

**500+**  
Large Enterprises

**40,000+**  
Pre-joining programs





# Transform Your Workforce With Us

By tailoring programs for diverse domains and market segments across distinct functional roles, we offer the most practical and relevant workforce transformation programs in the market. Our program ecosystems are designed to seamlessly tackle massive volumes of simultaneous cohorts so you can precisely implement your workforce transformation goals.

To deploy a similar program in your enterprise and nurture future-ready professionals,



Call us on  
**+91 98869 88452**



WhatsApp us at  
**88051 49972**



Drop us an email at  
**[corporate.solutions@u-next.com](mailto:corporate.solutions@u-next.com)**



**unext**