

# Cracking the Cross-Sell Code

How Zopper Enabled 5X Growth in the Number of Policies for One of India's Largest NBFCs?



## AT A GLANCE

Our client, one of India's largest non-banking financial companies (NBFCs), provides various credit solutions, including short- and long-term lending instruments, to meet customers' various needs. However, the focus on core lending operations sidelined insurance cross-selling, leading to untapped opportunities.

The issue was further aggravated by low product per customer (PPC), primarily due to the absence of a digital platform that provided a 360-degree view of customers to customer-facing staff. This made it harder to capitalise onboarding opportunities, leading to a significant gap between potential cross-sell opportunities and the actual PPC.

# CLIENT OVERVIEW

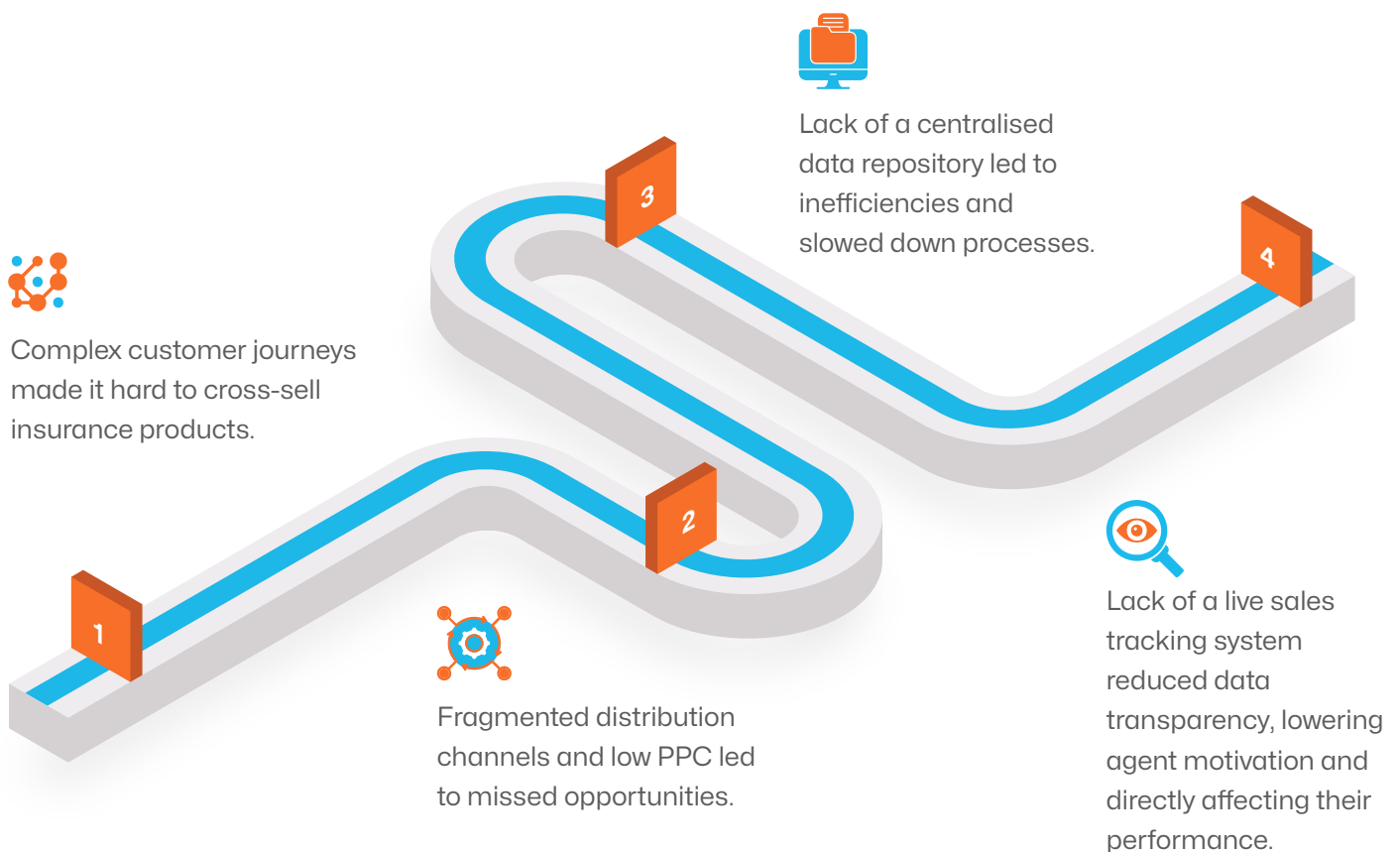
Our client is a leading non-banking financial company (NBFC) that serves the growing needs of aspirational India and business clients. It has more than 1700 branches across India.

## Challenges Faced

### Initial Situation

Our client aimed to capitalise on its extensive customer base to cross-sell contextual insurance products effectively. However, the absence of an integrated technology platform made it challenging to manage the high volume of lending operations while ensuring a seamless cross-selling process across its diverse distribution channels.

### Major Roadblocks



# SOLUTIONS OFFERED

Zopper developed a unified digital platform to tackle the cross-selling issue for complex user journeys and address the low product penetration problem.

## Zopper's Approach



### Unification through end-to-end platform

Zopper developed a unified digital platform to tackle the cross-selling issue for complex user journeys and address the low product penetration problem.

The unified platform allows agents to access the following:



#### Product listings:

Offers a comprehensive catalogue of insurance products to find the best options for their clients



#### Premium quote generation:

Generates premium quotes tailored to individual customer needs, streamlining the sales process



#### Quotation comparison from various insurers:

Ensures the most competitive pricing and coverage options for the customers



#### Real-time data exchange between the partner and insurer:

Agents access up-to-date information through seamless data sharing.



### Customer profile-based product suggestions

Our platform utilises AI for customer profiling and an insurer recommendation engine to increase product usage per customer.



### Communication touchpoints, customer-centric model

Our partner's customer service was significantly improved by enabling customer communication via various touchpoints such as SMS, e-mail, WhatsApp, channel notification, and so on.



### Real-time sales reporting

The live sales reporting feature enhanced agents' efficiency by providing instant data access through an intuitive dashboard, enabling quick decision-making and boosting overall sales performance.



### Customer 360 module

This feature provides a comprehensive view of each customer, displaying all purchased policies, endorsements, and claims in one place.

# IMPACT

**3X**

Growth in gross premium in 2 years



**5X**

Growth in policies issued in the last 2 years.



**4X**

Growth in cross-sell revenue in 2 years



**108%**

Increase in product per customer (PPC) from 1.2 to 2.5 in 2 years



## Future Trajectory



The 4x growth in our partner's cross-sell insurance vertical exemplifies the untapped potential within India's financial services landscape. By digitalising our NBFC partner's insurance distribution, we consolidated fragmented channels and created a foundation for sustained growth across their extensive customer base. As we look ahead, this success shows how traditional financial institutions can leverage technology to unlock value in insurance distribution.

**Surjendu Kuila**  
Co-founder & CEO



### About Zopper

Zopper blends insurance and technology to deliver tailored, end-to-end solutions, partnering with top insurers to streamline distribution and provide comprehensive technical and customer support across sectors.

**We look forward to partnering with you!**



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