

## CASE STUDY

# Ola Cabs Reduces New-Hire Training Time with Data-Driven Sales Enablement

## About Ola

- One of the world's largest ride-sharing companies
- Serves more than 110 cities in four countries

## Needs

- Onboard reps faster without compromising quality of training
- Track training adherence and certify reps based on passing key milestones
- Measure training quality to ensure accuracy

## Solution

- Data-driven sales readiness platform from MindTickle

## Impact

- Reduced classroom training time for new hires from 12 days to 10 days (a 16% reduction).
- Rapidly expanded the solution's scope to include international operations
- Simplified the enablement process to provide a one-stop shop for reps to learn and access key information

# 16%

Less Time Spent  
Training in Classroom



1-Stop Shop  
for Enablement

MindTickle has enabled us to take machine learning and assessments to our business partners. The platform provides a completely secure and personalized learning ecosystem to our talent!



**Varun Jalota,**  
Associate Director of Training &  
Quality, Ola Cabs

## Driving Faster Success for Sales Reps

Founded less than nine years ago with the goal of building mobility for a billion people, Ola Cabs is well on its way to reaching that target. The company supports around 1 million entrepreneurs as driver-partners on its ride-sharing platform and is currently expanding beyond its home network in India to Australia, New Zealand, and the United Kingdom.

For a company competing globally in an explosive new marketplace, time is always of the essence, and that's especially true of the time needed to bring new sales agents up to speed. Ola Cabs wanted to help its reps to be more productive, faster. "We planned to reduce the cost of the function, make it lean without compromising on quality," says Jhalak Khurana, Training Manager. "Training quality is my prime priority."

“We have never trained anybody on how to use MindTickle. It’s as easy as exploring a website, maybe easier than that.”



Jhalak Khurana,  
Training Manager, Ola Cabs

## Data-Driven Insights

Ola Cabs turned to MindTickle’s data-driven sales readiness platform to help the company achieve those goals. The solution provided deep insight into training outcomes for new hires, as well as performance metrics for Jhalak’s team of four EM s, six training coaches, and 11 trainers.

For the trainees, “we measure what we call first-class accuracy, which is how many people clear in the first attempt at certification – because we also give a second attempt to everybody – in the first zero to thirty days,” Jhalak explains. “Then people move onto the floor, and MindTickle helps us figure out how they are doing and how are they meeting the targets that we’ve defined for them. And that in turn tells me about the training quality.”

MindTickle enabled a quick revamp of the onboarding curriculum, with e-modules replacing instructor-led training in some areas. “Wherever I could plug them in, I have added e-modules,” says Jhalak. “These basically cover process and product knowledge that the sales advisor needs to understand. Whenever further practice or clarification is required, that’s when my trainers jump in – that’s instructor-led training.” Content development for the instructor-led programs is handled in MindTickle.

For the coaches and trainers, MindTickle enables monthly process knowledge tests “to make sure that they are aligned and aware of everything new that comes into the [MindTickle] system.”

## Smarter Training, Uncompromising Quality

The MindTickle platform has helped Ola Cabs reduce classroom training time from 12 days to 10 days, a 16 percent reduction. But that’s just the start, says Jhalak. The next goal is to trim the number of training days to six or seven, while maintaining or increasing quality. “If I’m targeting my first-class accuracy to be 85%, I would like to increase that number. I also want to reduce my not-certified percentage.”



## The Simplicity of Success

"A big part of the appeal of MindTickle is its simplicity," Jhalak says. Implementation was straightforward: "Nothing really took a lot of time, and everything was available so quickly."

She adds: "MindTickle is a one-stop shop for us because it's helping us build content, upload content, and render it on a single platform – and at the same time I can assess our people's progress. I don't have to share a lot of different links or user IDs or passwords. I can put everything on one simple platform, and people know that's where to go."

Users enjoy that simplicity, too. "We have never trained anybody on how to use MindTickle. It's as easy as exploring a website, maybe easier than that."

She looks forward to an even more prominent role for MindTickle in Ola Cabs' rapidly growing business. "We'd like to utilize it more and more and to come up with more options. We'd like to see what else it can be used for in our kind of environment."



"With MindTickle, we can see who is engaged, we can tie that back to the success that they have in the field – and we can then go and sell that story internally as well."

Jhalak Khurana, Training Manager

## About MindTickle

MindTickle provides a comprehensive, data-driven solution for sales readiness and enablement that fuels revenue growth and brand affinity. Its purpose-built applications, proven methodologies, and best practices are designed to drive effective sales onboarding and ongoing readiness. With MindTickle, company leaders and sellers can continually assess, diagnose and develop the knowledge, skills, and behaviors required to effectively engage customers and drive growth.

Companies across a wide range of industries use MindTickle's innovative capabilities for on-demand, online training, bite-sized mobile updates, gamification-based learning, coaching and role-play to ensure world-class sales performance. MindTickle is a global, privately-held company headquartered in San Francisco, CA.