

## CASE STUDY

# Transforming Employees for Growth through Digital Coaching



A Multinational Consumer Goods Organization

## Background

A mid-sized technology company, faced a significant challenge in its journey to achieve aggressive growth targets. With a focus on doubling its market share within three years, the company promoted several internal managers to leadership positions and onboarded new hires for key roles. However, this transition exposed underlying issues. Newly promoted managers lacked experience, while new hires struggled to adapt to the company culture and align with its vision.

## Challenges

Despite investing in workshops and training sessions, the results were inconsistent. Initially, these interventions provided a temporary boost in morale and alignment. However, when the company encountered operational crises, many leaders reverted to instinctive, ad hoc approaches, undermining team performance and morale. This stagnation threatened the company's growth agenda, with sales productivity falling by 15% year-on-year.

## Turning Point: The Move to Digital Coaching

Realizing that traditional workshops lacked the personalization and sustained support required for lasting change, ABC Corporation explored digital coaching as a scalable solution. The company partnered with WeAce to deliver personalized coaching experiences for its leaders and managers.

- **Personalized Matchmaking with Coaches** : Using AI-powered algorithms, the platform matched 250 leaders across levels with certified coaches based on their individual leadership styles, growth objectives, and personality profiles.
- **Data-Driven Insights** : The platform provided comprehensive dashboards to track engagement, skill improvement, and alignment with organizational goals. Alerts flagged at-risk individuals needing additional support.
- **Timely Interventions** : Real-time escalations ensured that issues such as team conflict or lack of progress were addressed immediately, preventing prolonged disruptions.
- **Continuous Support and Flexibility** : Leaders had 24/7 access to coaching resources, including micro-learning modules, live sessions, and peer forums, fostering sustained growth and adaptability.



## Results and Analytics

ABC Corporation achieved the following results with 12 months of adopting the digital coaching and mentoring platform.



### Sales Productivity Surge :

Sales productivity improved by 50%, driven by better team alignment, decision-making, and execution. This translated to an additional \$10 million in annual revenue.



### Leadership Effectiveness :

Post-coaching assessments showed a 40% improvement in key leadership metrics such as communication, decision-making, and conflict resolution.



### Employee Engagement :

Engagement scores rose from 65% to 85%, with managers reporting greater confidence in their roles.



### Retention Rates :

Voluntary attrition among the newly promoted managers dropped by 25%, saving an estimated \$300,000 in rehiring and onboarding costs.



### Crisis Management :

Leaders demonstrated a 30% reduction in reliance on reactive measures during crises, instead using structured frameworks learned during coaching.

## Why Digital Coaching Worked



### Scalability :

Unlike traditional one-off workshops, digital coaching scaled seamlessly across ABC's geographically dispersed workforce.



### Actionable Data :

Real-time insights enabled the company to monitor progress, identify gaps, and make data-backed decisions.



### Personalization :

The tailored coaching approach addressed individual challenges, ensuring sustained behavior change.



### Continuous Learning :

The platform's resources empowered leaders to continuously upskill & adapt to dynamic business challenges.

## Conclusion

Corporation's investment in digital coaching transformed its leadership capabilities, enabling the company to achieve its growth targets.

The measurable ROI—seen in productivity, revenue, and employee retention—positions this initiative as a compelling case for further scaling. For investors, this success story underscores the power of leveraging technology for leadership development, with the potential for broader applications across industries.

This case study demonstrates how a digital-first, data-driven approach to coaching can be a game-changer in achieving organizational growth and maximizing leadership potential.

Need Help? Email Our Support Team on [info@we-ace.com](mailto:info@we-ace.com)



Copyright © 2025 Northcap Services Pvt. Ltd. All rights reserved.

### Northcap Services Private Limited

**Reg. Add :** The Palm Springs, Golf Course Road, Opp. Hotel, IBIS Sector-54 , Gurugram, Haryana, India, 122001

**Office. Add :** Office No. 309, Third Floor, Office Space, MGF Metropolis Mall, MG Road, Gurugram, Haryana, India, 122002

**CIN No. :** U74999HR2020PTC089022

For Grievance, Please contact: **Meeta Srivastava** (+91-9811967450)