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CEO

Sharekhan by BNP PARIBAS

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'Do' - Here we track and measure 2 actions, actual **Referrals** that we get from customers which currently is contributing at a healthy 17% of new accounts. The other customer action we measure is **Share of Wallet** - are existing customers taking more than just broking services as this means they are trusting us with a larger share of their wallet. Mutual Funds are one such offering that we track and since 2016 we have had a 35% CAGR growth in Mutual Funds.

'Feel' - Here also we measure 2 things to understand how customer's feel. First one is our **"Feel It, Say It" feature** which is how customers can give us feedback in real time. Our desktop trading platform Trade Tiger and our app, both have this feature built-in allowing customers to give us feedback in a simple manner regarding any screen within the trading platform that they have feedback on. In the past year itself we have got 10,700 inputs which shows us how connected and involved our customers are with us. The second thing we track is the **brand's sentiment on social media** to ensure we are creating positive moments for customers to post about and not giving them too many negative moments to post about.

WHAT DIFFERENTIATES SHAREKHAN FROM OTHER RETAIL BROKING COMPANIES IN INDIA?

Our differentiator is also how we see ourselves - **Sharekhan is "Designed for the serious" entrants in the stock market. These are people who want to properly leverage the potential of the stock market and therefore value**

having experience and expertise on their side.

But the hard truth is that be it trading or investing, consistently making money from the markets is not easy at all. It entails having a serious approach consisting of serious research, serious risk analysis and serious discipline. This is where our full service broking model consisting of expert research recommendations across segments, experienced relationship managers, wide array of education modules, **analysis packed trading platforms** combined with our pan India branch network really helps. And in order to align these offerings in line with different and evolving customer needs we offer 4 segments to choose from - **Classic (for new entrants), Super Investor, Super Trader and Sharekhan One (for Ultra HNIs), thereby ensuring we deliver well for those who are serious about their foray into the stock market.**

HOW IS SHAREKHAN TRYING TO CHANGE THE GAME FOR RETAIL CUSTOMERS COMING INTO THE STOCK MARKET?

"By telling retail customers the whole truth and nothing else" is how we want to help them. Our recent campaign **#TohMarketMeinMatAa** did exactly this by telling retail customers that if they adopt a casual approach towards markets, its best that they don't enter the market at all. We did this as a pan-India research brought to light that one of the key contributors to these losses is a casual approach to trading & investing.

HOW DO YOU MEASURE YOUR BUSINESS IS DELIVERING THE REQUIRED VALUE TO CUSTOMERS?

What customers are "thinking, doing and feeling", these are the 3 Customer Satisfaction KPIs that we measure to ensure we are delivering the required value to them.

'Think' - **Net Promoter Score** is how we measure our customer's thinking in terms of their "willingness to recommend Sharekhan to friends and family.



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