

High-tech + High-touch Dealer Engagement Ecosystem to Streamline Four Regional Channel Loyalty Program

Challenge

A leading cement manufacturing brand sought high engagement under a single umbrella loyalty program for its direct dealers, combining existing loyalty programs across four regions into one platform while still retaining regional nuances. The brand was hitting a roadblock with scaling up its existing loyalty program since these were all managed by separate agencies in each region, which created inconsistencies and operational challenges that could not be easily resolved. **The brand also wanted a more compelling and consistent communications strategy, along with an exciting array of rewards to boost engagement and loyalty levels.**



Solution

At the outset, BI WORLDWIDE India built a customised and unified loyalty program, leveraging its proprietary audience smart technology, which allowed the regions to run their programs independently, while still running on a common platform. A customised web and mobile-based platform were created to help streamline the program and simplify the onboarding process, where all program details, sales, and points earned and redeemed could be tracked easily. A common reward currency was also deployed across regions so as to facilitate pan-India recognition and rewarding of desired dealer behaviours such as program participation and installation of the app.

The rewards marketplace was also significantly expanded to include over 2,500 meaningful and luxury non-cash rewards. The reward opportunities were not only linked to sales targets but also to personal milestones (birthdays, anniversaries, etc.) and popular festivals (Diwali, Durga Puja, Eid, etc.) to strengthen the emotional relationship between dealers and the brand.

Another key priority was to communicate consistently with the dealers, and SMS, IVR, WhatsApp and email were used to keep dealers in the loop on upcoming contests, promotional campaigns, and status update on points balance and redemption requests. The sales teams also made efforts to train dealers on the product details, and created short quizzes and questionnaires to make it an immersive learning experience.

Results

BI WORLDWIDE India's customised and technologically advanced approach towards combining multiple loyalty programs into a single, easy-to-use platform led to stellar results for the brand.

4/5

Overall experience rating by 99% dealers

90%

Dealers activated their profile within 2 months

75%

Dealers transacted regularly on the mobile app

Over 45%

Dealers registered more than 20% growth in 9 months,

The rewards catalogue was also particularly well received, with over 4000 high-value reward items redeemed in just 9 months. All in all, the brand eventually witnessed a clear uptick in engagement and loyalty levels, among its dealers, thus creating more tangible opportunities for revenue growth.