

Driving Behavioral Change Through Data Driven Insights and Campaigns

Challenge

A leading global oil and gas brand was looking to engage more meaningfully with mechanics (their last mile sales influencers) to increase tertiary sales and leverage the benefit of non-cash rewards to enhance brand loyalty. They were already running a pan-India app-based loyalty program for mechanics, however this lacked personalisation and relied heavily on cash rewards, delivering a transactional, one-size-fits-all experience to mechanics, without any significant increase in engagement levels or sales.



Solution

BI WORLDWIDE India applied its unique capabilities in deep data analytics along with behavioral economics principles to develop a powerful CRM strategy, aimed at driving behavioral change and engagement with mechanics. After considerable research into the various audience segments and analysis on each segment's preferences, a multi-pronged communications strategy was deployed, including initiatives like telemarketing, pre-recorded voice messaging, and expanding the number of languages in which messages were delivered from 2 to 8, in order to cater to their pan-India audience better.

An eclectic rewards catalogue with a wide array of luxury and utility non-cash rewards and experiential rewards in addition to the usual fare of cash rewards was also created, with a unique point earning and redemption strategy. This helped add a layer of differentiation to the program and motivated mechanics to participate more readily. Moreover, winners were celebrated and felicitated at both live and virtual events, where the brand's senior management were also present and actively involved, and this was in turn amplified across the brand's social media channels.

Results

BI WORLDWIDE India's collective efforts on various fronts to make the loyalty program more appealing and engaging, and less transactional, led to incredible results:

91%

Program participants experienced enhanced satisfaction

1.7x

Growth in enrollment of mechanics to the program

2x

Growth in mechanics scanning month-on-month

30%

Noteworthy growth in tertiary sales volumes

All in all, BI WORLDWIDE India empowered the brand to achieve increased adoption of and traction on its loyalty program, as well as a measurable boost in sales.