

LOYALTY PROGRAM FOR RETAILERS OF TATA STEEL - TUBES DIVISION



INDUSTRY

Steel



GEOGRAPHY

Pan India



CHALLENGE

Increasing share of business with retailers in multi-branded outlets



SOLUTION

Integrated technology enabled dedicated loyalty website for dealers/retailers



RESULTS

Increase in program outreach resulting in increase in sales

The Client

Tata Steel Limited (formerly Tata Iron and Steel Company Limited) is an Indian multinational steel-making company. The Jamshedpur works currently comprises a 9.7 MnTPA crude steel production facility and a variety of finishing mills. The first phase of the 6 MnTPA Greenfield steel project at Kalinganagar, Odisha is also operational. Tata Steel is also examining further capacity enhancement through Greenfield projects in Jharkhand, Karnataka, etc.

Business Requirement

TATA Steel aimed to increase sale of its branded pipes through multi branded outlets by leveraging an enhanced share of business with each retailer in its network.

The Business Challenge

- Sanitization of the retailer database of 3000 members
- Increase in business share of TATA Steel at multi branded retail outlets

The Solution and Strategy adopted

- A dedicated loyalty website for tracking sales, loyalty points and redemption status.
- Calculation and communication of points accrued on monthly basis against a particular retailer
- Feedback collected on quarterly basis through gift choices on the basis of points accumulated by retailers. Gift churn introduced in the catalogue
- Communication channels opened up to convey critical program information. Delivery made to remote areas of the geography
- Dedicated helpline, Mass SMS and automated voice calls

Result and Achievements

- Number of dealers associated with the program has increased from 2800 in FY14 to 3650 in FY15
- Total points accrued increased from INR 1.5 crores in FY14 to INR 1.7 crores in FY15
- An increase in sales by 23%