

## Masons Loyalty Program for a Cement Major



INDUSTRY

Cement



GEOGRAPHY

North & East India



CHALLENGE

To identify mason's contribution to sales and incentivize them



SOLUTION

Loyalty programme was implemented successfully



RESULTS

186% increase in No of masons registered and 326% increase in No of cement bags sold

### The Client

Since its inception in 2009, the cement company in question entered the market with a vision to ensure a sustainable future for the country by producing eco-friendly cement. Its key markets are in Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Maharashtra, Odisha and Goa. The company has been delivering high-quality products to several prestigious and large infrastructural projects in the southern and western regions of the country.

### Business Requirement

mjunction received a mandate to build a database of the masons ( Influencer ) fraternity who were expected to influence— hence augment sales of the products of the cement company . Based on their contribution to sales the masons had to be incentivized and facilities for redemption had to be provided.

### The Business Challenge

- Determining a verified database of masons with name , address and contact details
- Defining a mechanism by which the dealer can authenticate the sales influenced by the mason
- Introduction of additional technology driven alternate mechanisms for authenticating the sales influenced by the mason
- Provision for redemptions
- Deliveries to be made to remote locations in the country which are not usually served by other e-commerce service providers
- Effective and delightful reward fulfilment at doorstep of stakeholders

### The Solution and Strategy adopted

- Database of the masons were obtained vide a KYC process :
- The database of the masons obtained from the field were verified by the call centre before the names were uploaded into the system and unique ids provided to them
- Database of the dealers were already available with the principal with unique codes
- SMS based authentication was obtained from the dealer as to whether the sale had actually been consummated or not .
- The sales could also be authenticated by the dealer using a downloadable app on which he could register the sale against the mason's unique id
- Various engagement activities were planned time to time such as sales contests and health check-up camps
- Helpdesk was used for redemption purposes
- Tie-ups with specialized couriers were done to ensure reach into the hinterland of the country.
- Strict vigil was kept on the timelines of deliveries

### Result and Achievements ( Y1: Year 1 : Year of Inception , Y2: Year 2 )

- No of masons registered : Y1: 4662 | Y2 : 13347 | **Growth : 186%**
- No of cement bags sold : Y1 : 546096 bags | Y2 18 : 2327423 bags | **Growth : 326%**