



Sub-Dealer Loyalty Program for a Cement Major



INDUSTRY

Cement



GEOGRAPHY

North & East India



CHALLENGE

Need for hassle-free management of end to end loyalty programme



SOLUTION

Loyalty programme was implemented successfully for sub dealers of the cement major



RESULTS

Increase in sales volume of 25230% between Y1 & Y2
Increase in registrations of 370 % between Y1 and Y2

The Client

World leader in building materials, the cement company in question has an established presence across all major cities and towns in India. The company entered the Indian market in 1999, through its cement business. The company currently has 6 cement plants in India. The organization has always pioneered trade and customer sensitive market activities, which inspires them to take initiatives for various channel partners like dealers, sub-dealers and influencers.

Business Requirement

mjunction received a mandate to manage a Loyalty / Recognition Program for the sub-dealers of the cement company. It was necessary to reward and recognize the performance of 1784 odd sub-dealers at inception - thus keeping them enthused and motivated for superior sales performances.

The Business Challenge

- Sub-Dealers lift materials from multiple dealers
- Accurate enrolment and Registration of the sub-dealers needs to take place with proper supporting documents e.g PAN, Adhaar
- Need for additional technology driven avenues for communication, redemption and approval purposes
- Effective and delightful reward fulfilment at doorstep of stakeholders to be ensured

The Solution and Strategy adopted

- Introduction of the concept of mother dealer to which each sub-dealer was attached to
- Sales captured through various methodologies viz helpdesk, sms, mobile apps
- Points attribution done by the cement company itself
- Apart from the existing redemption mechanisms – viz web & helpdesk, mobile based apps were introduced for improved communication and for providing additional avenues of redemption
- Strict vigil was kept on the lead time for deliveries

Results and Achievements

- Sales Volumes (lakh bags) Y1 (inception) : 0.33 | Y2: 85.38 | Increase of 25230% between Y1 & Y2
- Registrations : Nos Y1: 1784 | Y2: 8445 | Increase of 370 % between Y1 and Y2