CHANNEL LOYALTY & TRANSFORMATION
CASE STUDY: CEMENTS

How the brand synonymous with cement in the Indian market drove deeper ENGAGEMENT, and LIFETIME VALUE across the channel value chain.
Build deeper relationships with DEALERS as well as RETAILERS to not only increase the LTV (Lifetime Value), but also to streamline the administration of R&R program. Valuable insights into dealer/retailer behaviour, and shifting patterns of usage across segments would be added benefits of the program.
HOW WE STARTED

APRIL, 2007
The channel loyalty program was launched covering only one region in the first phase—East.

After the successful launch in East, the program was launched in North in November 2007 and then South West in 2008.

Initially envisaged as a DEALER loyalty program, the scope of the engagement was extended in later years to encompass RETAILERS, ARCHITECTS, MASONS, etc.
PROGRAM OBJECTIVES

Primary Objective
To increase channel sales volume/revenue

Other Objectives
• Reward consistency
• Drive positive channel behaviour towards the brand
• Increasing share of counter and sales from multi-brand dealers
• Converting multi-brand dealers to privileged dealers
PROGRAM CONSTRUCT

TARGET ACHIEVEMENT POINTS

BRAND & CAMPAIGN POINTS
Brand publishing, brand promotion, visibility, bonus points campaigns, etc.

EVENTS & EXPERIENCES
Celebration of tenure & dealership anniversary, birthdays, wedding anniversaries, member exclusive events

ELEVATED PROGRAM BENEFITS
5 Distinctive Tier’s with progressively superior benefits, personalized gifts, brand merchandise, etc.
SCOPE OF THE PROGRAM

100,000+
CHANNEL PARTNERS
OUR SOLUTION STACK

TECHNOLOGY
- CHANNEL LOYALTY PLATFORM
- PROGRAM WEBSITE & APP
- DATA SECURITY & INTEGRITY

STACK

PROGRAM OPERATIONS
- PERFORMANCE ANALYSIS
- PROJECT MANAGEMENT
- PROGRAM AUDIT

CAMPAIGNS
- CAMPAIGN IDEATION
- CREATIVES
- EXECUTION - SMS, EMAIL, CALLS

REWARDS MANAGEMENT
- CATALOGUE DESIGN
  - Products from Rs. 150 to Rs. 30 lakhs
- PROCUREMENT & VENDOR MGT.
- FULFILLMENT

HELP DESK & SURVEYS
- MULTI-LINGUAL
STRATEGIC DIFFERENTIATOR: ENABLLING TECHNOLOGY

SINGLE-POWERFUL-FLEXIBLE DATABASE
THE MANIFESTS ITSELF INTO:

• Highly personalized experience for members
• **Marketers Delight** – toolbox to design and deploy personalized campaigns on the fly – print, email, SMS, mail and phone
• Empowered Call Centers that can service with real-time information
• Safe and Powerful data management and administration
• Rewards Catalogue with ability to review and redeem from a choice of hundreds of rewards – gives rewards points a whole new meaning!
WHAT DO THE NUMBERS SAY

80% members have achieved targets continuously.
WHAT DO THE NUMBERS SAY

95% Privileged channel partners retained in the system
WHAT DO THE NUMBERS SAY

90% points redeemed
WHO
WE
ARE

Incorporated in the year 2000, NETCARROTS is one of India's oldest and most awarded Loyalty Marketing and CX companies. We have worked with over 100 customer-centric brands on their relationship programs. Our clients include Titan Company, ACC, Vistara, Coke, Exxon Mobil, etc.
WHAT WE DO

CUSTOMER ENGAGEMENT & RETENTION
CHANNEL SALES AND RELATIONSHIP
MARKETING TECHNOLOGY IMPLEMENTATION
NPS & EXPERIENCE AUDIT