

Trade & Influencer Loyalty Programme for Increased Sales

The leading cement manufacturer is a popular brand and has been a strong challenger in the market, consistently for many years. The coveted brand has leveraged strong brand building initiatives and pioneered marketing activities that have enabled a “top of the mind” aspirational recall amongst the consumers. To complement the brand-pull and accelerate growth and profitability, the organization felt the importance of engaging with trade and creating a loyal influencer base, which is critical for a cement brand. The strategic decision was to know more about the dealers, sub-dealers, contractors, engineers and engage with them in an objective manner to create strong partnerships and brand advocacy.

Challenge

- Gain sales visibility beyond the primary (dealer) level and have sacrosanct data on sub-dealer performance
- Engage with all levels of trade having an aspirational reward and incentive program
- Acquiring and having validated data on influencer led sales
- Engaging with Influencers in a differentiated way and recognize their contribution at both tangible and emotive level

Solution

mjGRO is the B2B channel loyalty & sales intelligence solution that has been creating impactful outcomes for our customer, for a decade now. The solution has continually scaled up and improved upon to cover all trade and influencers **across 3 programs**. The robust solution included

1. Integrated support and activation from “design to fulfilment to reporting”
2. Robust back-end and front-end (App) for effective and validated data capture, and easy user interactions for rewards and redemption
3. Design of engagement programs, including gamification and promotion schemes
4. Aspirational and experiential reward catalogue, having white goods, eVouchers, experiential gifts, etc
5. Integration with legacy systems
6. Multi-lingual helpdesk support for training, query resolution and adoption

Differentiated value-add

1. Dedicated program support manager
2. Strong financials to handle high value reward programs effectively
3. Unmatched capability in handling last-mile delivery across 19K pin-codes
4. Proven technology and experienced team

Business Impact

30%

increase in sales volume in last 5 years

1 lac

channel partners and influencers registered and active on the platform

25%

increase in registrations in last 3 years

INR 35 cr

of rewards fulfilled annually

“mjGRO’s loyalty solution has helped Nuvoco in effectively connecting with dealers, sub-dealers and influencers, and creating more than 1.5 lakh brand advocates. mjGRO has handled engagement and redemption programs in an outstanding manner, leading to an increasing trend in sales of Nuvoco’s premium branded cement, during the last few years.”

Ms Anjani Paswan, Sr. Manager - CRM,
Nuvoco Vistas Corp. Ltd