



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 for dealers was implemented successfully



RESULTS

Sales volumes increased 10.6% between Y1 & Y3

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 dealers. It was necessary to reward and recognize the performance of 1610 odd dealers at inception - thus keeping them enthused and motivated for superior sales performance.

The Business Challenge

- Need for hassle-free management of the program end to end
- Introduction of additional technology driven avenues for communication and redemption purposes
- Effective and delightful reward fulfilment at doorstep of stakeholders had to be ensured

The Solution and Strategy adopted

- Streamlined process of program management was adopted wherein sales data was provided by the cement company and points attribution was done by mjunction with due approval from the principal
- 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

Result and Achievements

- Sales Volumes (lakh mt) Y1: 77.25 | Y2: 77.9 | Y3: 85.44 | Increase of 10.6% between Y1 & Y3
- Registrations : Nos Y1: 1610 | Y2: 1786 | Y3: 2166 | Increase of 34.5% between Y1 and Y3