



Case Study: Asia's largest Cable manufacturer leveraged FirstHive to connect with its influencers

Customer Challenges



The client is one of India's leading wires and cable manufacturers, who were looking for a solution to establish a direct contact with their influencers, viz. electricians. They also wished to capture tertiary sales and increase the overall participation in the program. Client had an existing in house program run by the brand, which offered cash incentives. In spite of the cash incentives, there were hardly any redemptions. Overall participation of the target group, viz. electricians was very low, and engagement with the brand was negligible. The client also did not have any visibility on the tertiary sales network.

Customer Benefits

The program has surpassed the client's expectations by achieving a high level of engagement with the target group of members.

The required visibility into the tertiary sales network achieved. Regular communication helped the electricians achieve a comfort level with the program, and in turn, with the brand.

Solution



We generated unique codes that were printed and dispatched to the client's manufacturing facility. This code was shipped with each SKU by the client through their sales network. Code check-in facility was made available through SMS, details of which were made available on the stickers. Once the target group of influencers would send the said codes to the published numbers, they would receive an acknowledgement with the total number of points accrued in their account. This helped the client gain a visibility into its tertiary sales network. To help continually drive this behaviour, we also moved from a cash incentive program to a rewards program, with a targeted rewards strategy. This points based rewards system was built in with seasonal and geographic schemes, to help drive redemptions. We also helped drive sales by engaging with the electricians and informing them of potential rewards, once they hit a certain points tier. We added support for multiple channels including SMS, toll free number for voice agent, and PO box setup for physical redemptions.



Program redemptions jumped about 10X in 6 months.



The platform was awarded as 'Best Loyalty Program for the use of Gamification' by the most coveted Customer Fest Awards in 2015.



Program members target overachieved by 3X. Annual program level targets achieved in just 7 months.

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