



Leading Lubricants Manufacturer leverages FirstHive to double oil consumption per Mechanic in just 12 months





**Direct digital engagement  
resulted in building a strong bond  
with Customers and Influencers  
like Mechanics**



# Challenges

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## Absence of direct engagement with Customers & Influencers

While the brand exists in market since 1920, they were facing huge competition from their competition due its legacy and also the control of market was majorly in hands of a price sensitive Mechanic who had 60% influence on the lubricant that was used during servicing. The relationship this lubricant manufacturer had with Mechanic was transactional in nature. There was no record of Mechanic purchases leading to absence of any purchase behavior record.

Schemes were run offline and there was no direct engagement with mechanics thus there was no emotional connect with the Brand. Though they were spending huge amount of money in offline schemes, they had no purchase data and thus behavioural trend was missing.



# FirstHive's Solution

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## Digital First Program for direct engagement & instant gratification

This lubricant manufacturer signed up with FirstHive for setting up an engagement platform for its end customers and mechanics. The objective was to know their customers better, understand their buying pattern, predict sales and design a customer journey with relevant nudges pushed at the right time to right people on their preferred channel.

With deployment of FirstHive's Loyalty module, all input source channels of this Enterprise were connected to FirstHive like Website, Mobile App, CRM, Customer Care, SMS & Whatsapp and with these FirstHive started creating identities at interaction level, channel level and at an enterprise level. Various stages like Acquisition, Engagement, Gratification and Redemption were automated and weaved in seamless manner.



# Impact and Result

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Within a span of 24 months, the enterprise acquired a database of 2Mn Prospects, 50K registered users and 50% actively participating Mechanics. Since the mechanics were Geo tagged, they had a ready base of Mechanic network which they capitalized while engaging with their fleet customers.

One best example to quote here is the association between this enterprise and a popular Food Delivery Fleet where they incentivized their riders on First purchase as well as repeat purchase of Lubricant Oil during any servicing done at the Company Mechanic Network.

There was a significant increase in volume recorded via system i.e; 17,000 Litres. Not just engagement, the app also helped customers identify the genuine product as a result of unique QR code mechanism in place. They were in a position to constantly run bonus schemes all round the year to different segment of its customers and incentivize them real-time. Today, every 12 seconds, a Mechanic scans a this Lubricant Oil Product.