Loyalty Rewards

About the Organization

It is an Indian private conglomerate, headquartered in Mumbai. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains for clothing, Food and Lifestyle stores and also for having notable presence in integrated foods and FMCG manufacturing sectors.

Challenges Faced

Client wanted to tap the consumer market via a promotional activity run across their PAN India Supermarkets chain. A contest was organized for the week wherein the people who are shopping for more than 6999 INR can participate in the lottery. The requirement was to have an end-to-end solution to help them automate the content via telephony and give real time analysis for same. Audit of the procedures in selecting the winner was also essential.

Solution Deployed

Solutions to interact with the consumers.

Registration & Lucky Draw (Missed Call & SMS):

▸ VMN were shared for the Pan India Network stores.

▸ Shoppers who had a bill amount of 6999 INR and above were requested to give a missed call to the VMN allocated for the store.

▸ Missed call numbers are recorded in database and shared with Client for validation.

▸ End of the day a script is run to choose the winner of lucky draw via a random logic.

▸ The winners are shared with Client for further process.

Slogan contest (Route Mobile Intelli Responder):

▸ There was a hiccup wherein a particular State in India doesn't allow the Lottery system as per local law. Hence outbound IVR was given as solution to conduct outbound calls to conduct a skill based contest.

▸ Outbound calls were sent to the validate list of consumers and they were requested to record a slogan on call.

▸ The recordings were shared with Client to judge the winners.

Impact of Solution

▸ 47% increase in sales.

▸ 33% customer engagement.

▸ 81% reduction in time spent and resources for the entire campaigns.