MobiLytix™ Rewards drives Reward Campaign for Leading Retail FMCG

comviva

The customer is a leading multinational beverage company with a product portfolio of over 20 diverse brands, distributed across the globe. The brand holds a leadership position in its market segments. The onset of the Pandemic, however adversely affected product demand.
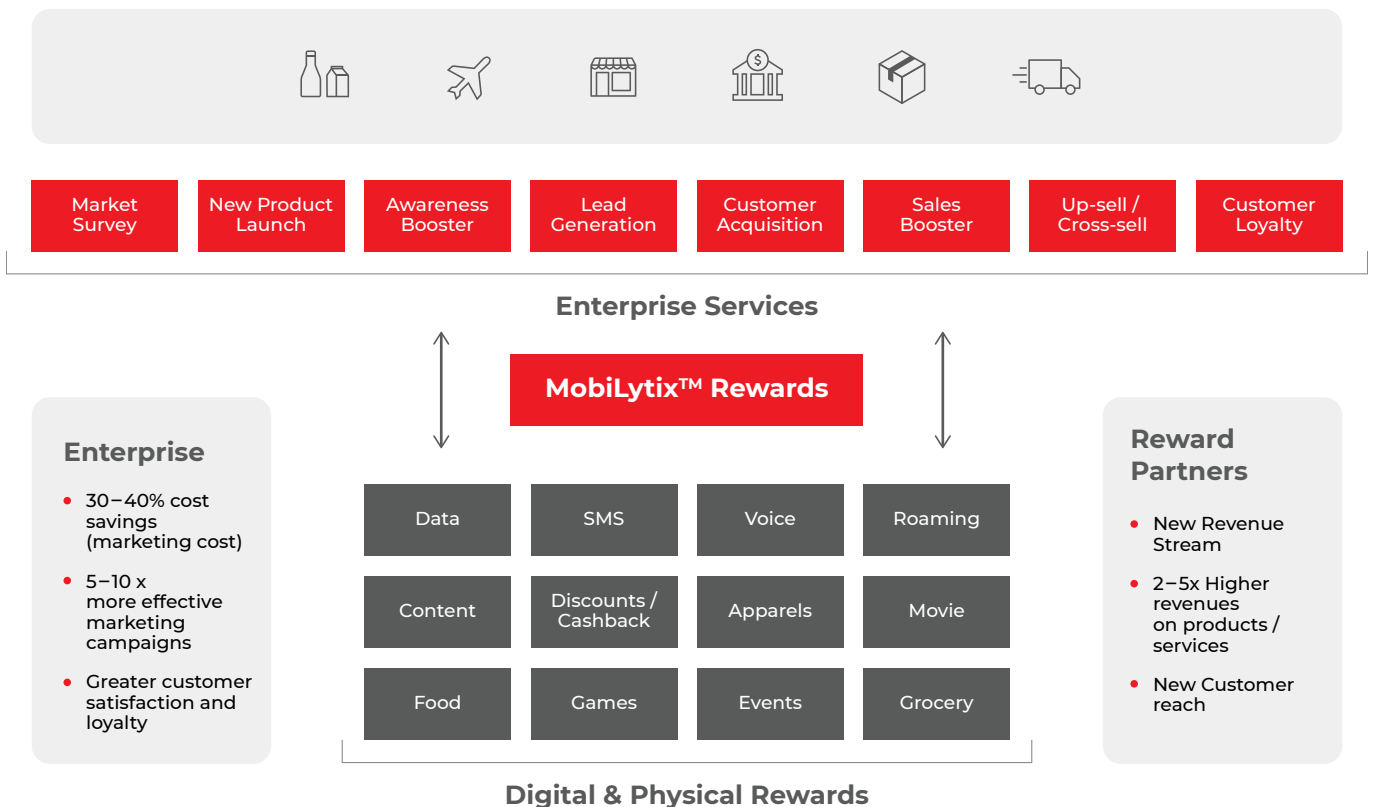
Challenge

→ Decreasing Product Sales

→ Lack of visibility in Routine Campaigns

→ Campaign go-live at a time when strict Covid restrictions were in place

→ Prevalent Frauds in Physical Rewards

→ Inventory Issues in Physical Gift Management

A cultural festival lasting one month offered a window to reignite customer engagement and boost sales. However, this required the campaign to be quickly conceptualised, planned, and executed. The campaign had to be rolled out on a large scale, in a very short duration with customer rewards targeted towards the festive season.

Solution

The Customer tapped **MobiLytix™ Rewards** to achieve their business objectives. **MobiLytix™ Rewards** allows enterprises to boost their product sales, build brand image, acquire new customers, launch new products, know their customers, upsell /cross-sell, and increase customer loyalty among many other benefits.

By choosing **MobiLytix™ Rewards**, the customer committed to joining the wave of digitalization by bringing in newer technologies and more efficient ways of reaching the end customers. The platform generated around 15 million unique coupon codes in a short span of time and the campaign was configured in just 10 minutes.

Market Survey	New Product Launch	Awareness Booster	Lead Generation	Customer Acquisition	Sales Booster	Up-sell / Cross-sell	Customer Loyalty

Enterprise Services

MobiLytix™ Rewards

Enterprise

- 30–40% cost savings (marketing cost)
- 5–10 x more effective marketing campaigns
- Greater customer satisfaction and loyalty

Data	SMS	Voice	Roaming
Content	Discounts / Cashback	Apparels	Movie
Food	Games	Events	Grocery

Reward Partners

- New Revenue Stream
- 2–5x Higher revenues on products / services
- New Customer reach

Digital & Physical Rewards

MobiLytix ™

The customer then printed the coupon codes on bottle caps and the campaign was rolled out in two weeks. The campaign required customers to buy bottles of their desired beverages in either 1liter, 2liter, or 250ml. The bottle cap was engraved with the coupon code. When the coupon code was entered via the portal or SMS/IVR, it unlocked a reward that included a 1GB data pack, fast-food vouchers, and a mega reward for every week. The mega reward was a Car prize, won in a lucky draw. The platform was also used to manage the lucky draw.

Comviva **MobiLytix™ Rewards** platform performed the coupon code validation along with the distribution of the rewards. The same platform was also used to validate the gift vouchers and issue the corresponding partner rewards.

Benefits

→ Leveraged Comviva's **MobiLytix™ Rewards** platform to design and launch a rewards campaign within two weeks

→ Hit sales target 30% faster during Covid slowdown

→ Achieved 12% campaign conversion rate

→ Zero ATL advertisement spends. – a 100% cost saving over previous campaigns.

→ Accomplished 1.6 million consumer engagements

→ 70% savings on consumer reward procurement

Customer Reaps Additional Benefits

The campaign had the following added benefits as compared to previous similar campaigns.

→ Automated workflow and campaign management features of the platform enabled campaign execution without availing the services of an outside marketing agency.

→ Unique Consumer interactions provided customer with rich data to analyse behavioural patterns and derive valuable insights into campaign performance and consumer behaviour.

→ Last but not the least, the data pack rewards were used by students to attend online classes during lockdown.