MobiLytix™ Rewards drives Innovation

The Communication Service Provider (CSP) is focused on innovation as a means to realize its strategic initiatives for expansion and empowerment. They offer mobile, fixed line, cyber-security and mobile payment offerings to a subscriber base of over 15 million.

The CSP creates value for its subscribers and Enterprise Partners. With a goal to leverage these partnerships to launch a productive collaboration.

Challenges:

For the CSP:

- Paucity of new revenue channels
- Seeking an effective digital promotion tool

For the FMCG Enterprise:

- Slow seasonal sale of certain products.
- Inventory issues in physical gift management
- FMCG retailer often lack buying pattern data and demographic details of the end consumer.
- Lack of descriptive, predictive and prescriptive business analytics.

The need for new and innovative collaboration arose from dual challenges faced by the CSP and their Enterprise Customer - a FMCG retailer. The CSP was looking to expand it's revenue channels using innovative collaborations, while the FMCG retailer was facing the ebb and flow of sales cycle for their products. Certain products often hit the slow moving end of the sales cycle. The FMCG retailer makes a concerted effort to keep their products afoot in a competitive market.

In addition, the FMCG Retailer often lacks visibility into the end consumer, leading to insufficient consumer data.

Solution:

- MobiLytix Rewards was leveraged to design a unique loyalty & rewards campaign around the consumer lifecycle to boost product sales for FMCG retailer
- Rewards were outlined for targeted products and campaign rules were set for each customer segment
- Over 6.5 million coupon codes were generated via the MobiLytix Rewards platform and provided to the eFMCG retailer for distributing using their sales channels
- Channels of communication and redemption were selected
- After campaign launch, the platform managed coupon validation
- Real time monitoring of campaigns was enabled
- Campaign reports and consumer insights were provided to the FMCG retailer at the end of the campaign

The CSP tapped MobiLytix Rewards to achieve their business objectives. The platform generated over 6.5 million unique coupon codes in a short span of time and the campaign was easily configured in just 10 minutes.

The campaign required consumers to buy the products on offer and send the printed coupon codes via SMS or USSD to redeem the reward. The validation of the reward was done directly by the MobiLytix Rewards platform.

By choosing MobiLytix Rewards, the CSP committed to joining the wave of digitalization by bringing in newer technologies and more efficient ways of reaching the end consumers. In addition, the FMCG retailer was empowered with real time insights gathered during the campaign.

Benefits:

- Zero ATL spends
- Outcome based pricing ensured FMCG retailers had high ROI
- Boost sales of slow moving products
- Support sales of newly launched products
- Promote repeat purchase while driving brand loyalty

MobiLytix Rewards served as a channel for FMCG retailer to drive sales for new and existing products, and know their consumers. Digital consumer engagements of the FMCG retailer increased exponentially and ATL spends were reduced. Using MobiLytix Rewards led to a high ROI and incentivized the end consumers to repeat their purchase, thereby promoting brand loyalty for the FMCG retailer.

Additional Benefits:

- Strong partnership with FMCG retailers, based on mutual benefits and collaboration
- Data Pack rewards led to higher data consumption for consumers
- Automated workflow and campaign management features of MobiLytix Rewards enabled campaign execution without availing the services of an outside marketing agency, thus, saving money and time.

MobiLytix™