

MobiLytix™ Rewards Drives Digital Innovation

Orange Jordan is a leading operator that offers a wide range of fixed, mobile, internet and data services to meet individual and business needs for over 5 million subscribers. It is led by a vision of a global brand and empowered by its local spirit.

Orange Jordan partnered with Beverage Retailer to add variety to its subscribers and its retail partner. The goal of this collaboration is to achieve business outcomes that benefit both Orange Jordan and the Beverage Retailer.



Added Value

For Orange Jordan:

- A new revenue channel
- New sources for mobile bulk data
- New source for customer data
- Deal with a new digital promotion tool
- Utilize the provided cloud technology storage services

For Beverage Retailer:

- Inventory issues in physical gift management
- Absence of business analytics and visualization
- Beverage Retailers lack buying pattern data and demographic details of the end consumer
- Slow seasonal sale

The dual success faced by Orange Jordan and the Beverage Retailer, led them to join hands and form a partnership. Orange Jordan wanted to expand its revenue streams while the Beverage Retailer was committed to keeping their products afloat in a competitive market.

Solution

- Orange Jordan tapped MobiLytix Rewards to achieve their business objectives.
- MobiLytix Rewards designed a distinct loyalty & rewards campaign for the individualized consumer life-cycle to boost product sales for the Beverage Retailer.
- In campaign pre-launch, the MobiLytix team worked with the Beverage Retailer to outline rewards for targeted products and set campaign rules for each customer segment.
- Over 15 million coupon codes were generated, using the MobiLytix Rewards platform and provided to the Beverage Retailer for distribution using their sales channels.
- SMS and USSD were selected as channels of communication and redemption
- After campaign launch, the platform managed coupon validation.

At the height of Covid-19 restrictions, when companies across the globe were going digital, MobiLytix Rewards empowered Orange Jordan to launch an inventory light, digital campaign. The platform introduced a hassle-free, unique channel to reach end customers and earn additional revenue.

The platform generated over 15 million unique coupon codes in a short span of time and the campaign was easily configured in under 15 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.

Thus, Orange Jordan sought to leverage its customer data and collaborate with a Beverage Retailer to broaden their horizons.

Achievements

- Accomplished 1.6 million consumer engagements
- Zero ATL advertising spend – a 100% cost saving over previous campaigns
- Hit sales target 30% faster
- 70% savings on consumer reward procurement
- Promoted repeat purchase while driving brand loyalty
- Outcome based pricing ensured Enterprise had high ROI

Comviva's MobiLytix Rewards in cooperation with Orange Jordan launched successful end-to-end automated digital rewards campaigns. On one hand, it empowered the Beverage Retailer to significantly boost their sales, and on the other, allowed Orange Jordan to generate new channels of revenue.

Additional Achievements

- Data Pack rewards led to higher data consumption for consumers
- Strong partnership with enterprises based on mutual benefit and collaboration
- Unique Consumer interactions provided customer with rich data to analyze behavioural patterns and derive valuable insights into campaign performance and consumer behaviour