Qwikcilver
GIFTCARDS AND BEYOND

Revitalizing channel confidence using rewards program

ABOUT THE CLIENT

The client is the fastest growing company in the Indian sanitaryware segment. Further, to complement its sanitaryware segment, the company offers an extensive range of products from faucets, tiles to kitchen sinks and whirlpools.

BACKGROUND

The client ran a loyalty rewards program to incentivize and engage its vast network of **8000 sub-dealers** spread across the country. The program offered credit notes, bank cards and a limited range of merchandise as rewards.

The result was a nightmare at multiple levels: the rewards **failed to excite** the sub-dealers, while the client struggled to manage inventory, pilferage and the fulfilment process. The client wanted to **improve** sub-dealer engagement and gain insight on channel uptake.

BUSINESS REQUIREMENTS

Improve the nature of rewards: from take-it-or-leave-it merchandize to choose-what-you-want gift cards.

Incentivize partner performance through points-based rewards program.

Enrol sub-dealers and sanitize their contact information.

Restore channel trust on the client's rewarding initiatives.

Gain actionable insights on channel uptake.

Build ongoing engagement roadmap.

APPROACH

The main challenge before the team at Qwikcilver was the **lack of reliability** on sub-dealer information. To make things worse, the client had **zero visibility** on secondary sales data. The team chalked out a three-step approach to tackle the issues.

Onboard the entire network of sub-dealers and sanitize the existing data. Enrich sub-dealer relationship with relevant communication on a regular basis. Improve the engagement by capturing purchase details at the sub-dealer level.

Step 1: Sub-dealer Enrolment **Step 2:** Sub-dealer Enablement **Step 3:** Sub-dealer Engagement

Sub-dealer Enrolment: The first step is to facilitate sub-dealers to enrol for the program. The team worked in tandem with the client and deployed two parallel onboarding processes:

(1) through a webform, managed by the sales team, and
(2) through a call-centre.

The webform allows the sales team to enter sub-dealer information, which is then added to the system after OTP validation. The call-centre gives sub-dealers an oppurtunity to reach out and register for themselves, subjected to approval from the client.

At the end of this stage, the program **creates** rewards account for every sub-dealer and welcomes them into the program. The 'welcome email' accordingly enumerates the rules of the engagement.

Sub-dealer Enablement: The next step is to **enable** the registered set of sub-dealers to access their profile and key-in data required to earn points. The team floated a new client-gnostic microsite for this purpose.

The microsite contains, among other things, an easy-to-use workflow for sub-dealers to **upload** their purchase invoices. This allows the client to capture the key metric of secondary sales data.

Once the invoices are uploaded, the team digitizes them and **calculates** reward points using Qwikcilver's proven rewards framework, **Qwik**Rewards[x]. Upon approval from the client, the points are **allocated** to every sub-dealer. The team also schedules birthday wishes to sub-dealers, sends 'progress cards' to improve channel engagement and so on.

Sub-dealer Engagement: The last step is to **engage** sub-dealers with suitable rewarding options. The team implemented **Qwik**Catalog[x].

QwikCatalog[x] makes available for sub-dealers a **choice of more than** 100+ top brands, spread across **20 different** consumption categories, to avail from.

In addition, the team has put in place a dedicated help desk and a program manager to address sub-dealer and client grievances.

RESULTS

- **Majority** of the sub-dealers have already been inducted into the program.
- The availability of secondary sales data has allowed the client to **gain insight** into channel uptake.
- The seamless nature of the program has **significantly shortened** the turn-around time (TAT) on partner complaints.
- The success has **encouraged** the client to roll out similar programs for its othe channel partners and verticals.

ABOUT US

Qwikcilver is a pioneer and the single largest end-to-end technology provider in the prepaid & gift card space for retailers and corporates.

We serve retailers of all sizes across India, the Middle East, South East Asia, and more recently, the Australian & New Zealand markets.

Know more at https://qwikcilver.com/

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Qwikcilver

We specialize in enabling corporates to improve channel partner satisfaction, recognize employee efforts and drive customer loyalty, through our rewards solution.

Let's put in place a rewards program that will actually reward!

Team Qwikcilver