

# Driving Influencer Sales and Engagement Through Loyalty

## Challenge

A leading Indian mattress brand looked at strengthening ties with its influencers i.e. carpenters to drive multi-brand outlet sales through a loyalty program. The brand's existing program was transactional with low visibility into tertiary channel, delayed recognition and an inefficient reward redemption and delivery process, leading to dissatisfaction and churn. Basis an initial survey, 85% carpenters indicated that their main pain point was the technical lag in processing their reward redemption requests. **The brand was also keen to offer a meaningful incentive structure and an aspirational set of rewards to scale up adoption of its products by its last mile sales influencer community.**



## Solution

**BI WORLDWIDE India streamlined the existing loyalty program by introducing an online interface, in the form of a multi-lingual app in Hindi and English.** The app was easy to navigate and allowed for efficient tracking of sales as well as reward points earned and redeemed. A dedicated multilingual helpdesk was also set up in order to promptly resolve any queries relating to the program.

A multichannel communications approach that included WhatsApp, SMS, push notifications, and outbound calling campaigns was also implemented, so that carpenters could easily be made aware of participation benefits and terms, as well as ongoing promotions. **BI WORLDWIDE India also created an extensive rewards marketplace with over 3500+ aspirational items, as non-cash rewards are more memorable and effective at winning the trust and loyalty of channel partners.** Further, seamless rewards delivery was a crucial step in improving the overall user experience, and therefore prompt delivery tracking notifications were included in the program.

## Results

BI WORLDWIDE India's strategic changes to the brand's loyalty program resulted in excellent business outcomes for the brand within a year.

**1.6x**  
Increase in the overall influencer base

**2.4x**  
Increase in the engaged influencer base

**2.2x**  
Increase in reward redemption requests per influencer

Inspired by this early success, the brand is looking at adopting a similar approach with other channel partners in its distribution network.