



Client Background

- The client is one of the Major Cement industry giant.
- The new manufacturing capacity enabled the Company to increase its market share in Central India i.e. Madhya Pradesh and Uttar Pradesh, Bihar, Haryana and Uttarakhand.

Challenges faced

- Client was looking for a unique way to engage the Mason and BOP users to actively participate in the sales and influence process of cement to end consumer
- Ensure that every contributor is adequately evaluated and appropriately benefited as per the contribution
- Organize campaigns as fair as possible, and maintain the minimal failure rate, covering all the issues at the technical and financial end.

Solutions given

- We offered a technology enabled solution which enabled the registered channel partner and mason to interact.
- The digitally enabled technology comprised of Mobility application, SMS Gateway, IVR system all integrated to a single platform for end user interaction. A loyalty management system ensuring every issuer and receiver transaction were captured in details for point calculation
- Instant gratification in the form of mobile recharges for mason is enabled.

Executions

- All registered employees, channel partners and mason were trained on the product and scheme.
- The application was rolled out ensuring every fraud detection principles in place.



Impact

- In just 3 months of rollout an approximately 2000+ channel partners are on board promoting the scheme among their target mason and influencers
- Approximately 6000+ mason are enrolled and are benefitting from the scheme
- Using segmentation and leaderboard for every segment, best performers are identified and rewarded separately.
- Additional monthly income / support to Mason are provided by the organization based on their contribution.
- A sign of true digital financial inclusion program for the BOP segment.

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