



Digital Cash Karo Loyalty Program Case Study

Client Overview

Digisol is one of the top leading IT Networking brands across India. The company provides end-to-end IT networking products and solutions such as wireless LAN, Broadband Routing, switching and structured cabling, FTTH, and many more.

Being an eminent manufacturer in the industry Digisol wanted to have a unique system to increase sales and enrich the relationships with channel trade partners (Electrician / IT Installer / IT Maintenance Technician / IT Contractor). Earlier, they introduced a manual multiple promotional schemes & program, which created inconvenience rather than making the process streamlined.

Challenges

- Manual, complex process to operate the promotional schemes & program
- No data validation or authentication
- Expensive manual operations on such promotional programs
- Lack of connectivity with the potential trade partners
- No ease of management in rewards allocation



Solution

LoyaltyXpert team collaborated with Digisol to understand their challenges and solutions they are seeking. Upon the discussion, our team ended up offering a tailored loyalty management platform solution. Loyalty program solutions help Digisol in many ways like efficient management of frequent buyers (traders), frequently purchased from a specific location, and so on.

- Developed a digital loyalty program solutions (Digital Cash Karo)
- Streamlined management of rewards allocation and redemption
- Augmented connectivity with traders across multiple locations
- Reduced expenses for rewards reconciliation
- Report generation on various segments like location, time, rewards type, products, etc.



Digital Cash Karo is a loyalty program solution to reward the loyal customers of Digisol from the Indian electrician community. On buying Digisol's structured cabling and active networking products electricians can win cash backs

(transferred to the electrician's bank account). Additionally, electricians can use the bonus points released on certain products by Digisol from time to time!

Result

- Improved loyalty program management
- Increased Sales almost by 20-30%
- Enhanced engagement with potential traders
- Boosted marketing activity
- Gained more loyal traders

Highlights/Stats



100,000+

Digisol Cashkaro
App Downloads



400+

Cities Covered
Across India



4+

App Ratings



61,000+

Scanned Products

Client Testimonial

"The team of LoyaltyXpert has a deep, working knowledge of how business decisions are made within IT Networking. The research and experience are extremely valuable to any business that is seeking to improve the method behind making customer decisions. I would recommend LoyaltyXpert to any business that is seeking valuable insight and consulting to help them get more value from their customer decisions".