

Noida Firm Helps India Inc Find Loyalty

Apart from enabling cos do focussed marketing, M'loyal platform could complement Trai's initiative to cut down on pesky SMSs in future

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WHEN the whole world is going mobile they why shouldn't your loyalty cards? To lighten the weight of your purse full with colourful loyalty cards by transferring its benefits to your mobile, a Noida-based software company, MobiQuest's has designed m'loyal platform.

The platform uses the power of mobile apps, web platform and offline connect to drive loyalty and customer engagement initiatives. With this, customers get rid of using and carrying multiple plastic cards as they'll be carrying their loyalty cards in their mobile. A simple mobile phone will carry the information of all loyalty cards.

The Telecom Regulatory Authority of India (Trai) has already capped the per-day SMS transmit to 200. This platform is helping brands to use their SMSing capacity to the fullest by knowing whom to communicate. It could also complement Trai's initiative in the future in reducing pesky SMSs.

Many companies and brands are using this platform to reach out to their customers. Be it retail chains, airlines, healthcare or hospitality, you name it, they have it.

"Leading brands like Gini & Jony, VLCC, Forever New, Mochi, Taylormade, Adidas, Dominos and many others have adopted digital and social media to engage consumers," said Vineet Narang, chief executive officer, MobiQuest. M'Loyal is helping these brands in engaging with their end-customers directly instead of using the telemarketing

route, which resulted in bulk blasts to unknown consumers wasting precious time and money."

Mr Anil Lakhani, ED Gini & Jony said, "M'loyal platform is helping us in customer acquisition, retention and engagement, customer behaviour and hence going for a more targeted marketing rather than bulk blasts to unknown consumers. It has enabled focused communication to a set of customers rather than blanket messages to all. We are also able to track the repeat purchases by a customer. Since M'loyal has come on board our total base of members has increased by 50 percent."

Golf equipment company, Taylormade, has been using this platform for over two years now. "M'Loyal platform is a great idea, which has been practically successful in its objective of customer acquisition, retention and engagement," said Ateet Gaur, marketing head of Taylormade. "It has helped us to analyse customer behaviour, preferences and today we have launched our special Taylormade loyalty club campaign — I am a Golfer — for our upcoming retail stores."

M'Loyal solution lets enterprises capture customer information, take their photos, get signature and within three minutes create a dynamic photo-based customer privilege card integrated with a mobile phone.

One needs to only flash their phones (with M'Loyal app) after every transaction and enjoy the benefits of reward points.

Each card has its own unique ID tagged to the photo and signature for recognition and redemption of points. It updates the points in real time customers can also check their loyalty points

whenever they want.

"Indian retail industry is fast adopting technology to scale up operations and understand the consumer. With mobile penetration increasing every day, mobile phone is an ideal tool for such marketing exercise. Acquiring customer information and tracking purchase behaviour is key to the growth of a retail brand," said, Vineet Narang for MobiQuest.

"M'Loyal, allows brands to build a database of most relevant and visiting customers, tag each customer bill to identify, track and measure customer pulse," he said. M'Loyal platform to date has a database of five million customers.

It has made marketing initiatives much sharper and focussed by eliminating intermediaries which helps improve a brand's service quality.

AT THE MALL

One of the upmarket malls, SelectCity Walk, has been using the platform for quite since two years and has been able to track a rise of 60 percent in its customer base annually.

"It's not easy to keep a tab on footfalls. M'loyal has changed my viewpoint. It has helped us in effective daily customer engagement and we are now able to have real-time knowledge about our customer and virtually their entire shopping pro-



file and buying behaviour. With this application we don't tag bills, but customers literally," said Yogesh Sharma, marketing head, SelectCity Walk.

Baskin Robbins, the ice cream brand, is also slurping up the benefits. It recently launched its loyalty pilot programme in a few cities. Mr Ashwin Uppal, general manager for marketing in south Asia said, "We were able to see potential merits in it. With this, we will not only have high

customer retention but also be able to spread out our customer base via word of mouth."

According to Sabina Kamal, COO of MobiQuest, "Coupon redemption figures have seen a huge jump. Some of the brands in our network are seeing 25-30 percent redemption rates. Retail brands have realised the potential of this tool so as the end consumers. So, we foresee an exponential growth."

She added, "In Indian market since past year — in almost all verticals be it banks, logistics, education, healthcare and others — everyone is eager to adopt and move ahead with enterprise mobile solution. This is because mobiles are everywhere and have the potential to give access to remote areas and customers."

Enterprise mobile apps have come in the forefront in last few years with lot of investments being poured in by lots of VAS firms like Mobien Technologies, netexcell and others. For telecom operators too, who have been in search of newer avenues of revenue, are looking to such added services as high valued services and possessing the potential to take on the entertainment VAS.

The latest innovation being experimented by MobiQuest is MobiBank, a tool for banks to reach customers in remote areas. "It will empower the field sales force to capture consumer information on mobile phones and update real time data at head office. It will help banks to expedite eligibility screening and further processes," Mr Narang said.