

CHALLENGE #3

Mobile based loyalty solutions for Kirana stores

How do we engage & reward kirana store owners with a loyalty program that creates a sustainable advantage for both retailer and P&G to deliver superior distribution and visibility on a consistent basis

Problem statement

Current loyalty programs for kirana store owners does not build real engagement or long term relationship as they are transactional & solely focus on incentive plans which can be copied/increased by competition any day. The sole point of contact with the retailer is a distributor seller who cannot add value beyond a basic personal contact with the store. With changes in the ecosystem today, retailers are also looking for additional tools to help build their business and simplify their operations with suppliers via technology as smartphone usage increases across retail.

Ideal Solution

Looking for a mobile based Loyalty/CRM solution which will engage & reward kirana owners (monetary/non-monetary) leading to improved loyalty and sustained visibility in store for P&G while providing genuine utility to a Retailer to use for improving store's topline and bottomline (improve sales & simplify operations)

- Mobile based CRM/Loyalty solution to for Kirana store owner
 - Ø Kirana store owner should be able to track sales incentives, earnings, target, orders, product info etc. on the go, Sales/Order analytics/insights and automation/alignment with retailer
- Additional services to the Kirana store to solve their business needs -for examples – areas can include Self-audit for visibility, payments/credit, Accounting/Tax detail/returns, Shopper engagement, customer service and any other store operations services which are relevant to the retailer
- Solution should be able to support thousands of kirana stores & integrate with P&G's enterprise applications such as SAP,Oracle