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**COLGATE-PALMOLIVE COMPANY**

## **Colgate Palmolive - Mobile Loyalty Program for Telephonic Shopper**

***A Case Study***

***November 2007***

### **Introduction**

Founded in 1806, Colgate Palmolive is the global FMCG giant with 200 years of spectacular performance behind it. Its revenue in 2005 was around \$1.5 billion dollars, with multiple brands in different sub-segments of FMCG.

### **Business Need**

Colgate Palmolive wanted to increase the brand recall of Colgate toothpaste amongst the telephonic shoppers. From a survey, it found out that 68% of the *kirana* stores in India offered home delivery as an option and 21% of the business of these *kirana* stores was generated through home delivery.

### **Scenario**

Since it is difficult to aggressively push a brand over phone, retailers normally deliver the customer what he/she orders over phone. Colgate Palmolive wanted to create an incentive for retailer to push Colgate to tele-shoppers. Also, it wanted to increase its brand recall among the tele-shoppers.

*Mobile was chosen as a medium of communication to connect with the customer and run a loyalty program because of the high penetration of mobile phones.*

The mobile solution which Colgate Palmolive was looking for was supposed to meet these all requirements:-

- Secure information transfer and reliable enterprise grade infrastructure
- Operator and handset independent
- Easy integration with their existing CRM and scalable for future requirements

### **ValueFirst Messaging Pvt. Ltd.**

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Call: +91-124-46 32 000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070  
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## **Solution**

After carefully analyzing the needs of Colgate Palmolive, it was proposed a solution based on **Web services platform**. It was also proposed to develop a desktop based monitoring and admin tool for the marketing department of Colgate Palmolive.

- Web-services can be configured with short-code for receiving dynamic responses
- Web-services are also suited to the needs of the enterprises where data security is of high concern

The custom development and the configuration was done for Colgate Palmolive in 6 man-days.

## **Application**

- Choose retailers with high telephonic sales and brief them about the campaign
- Retailers to provide Colgate toothpaste sample pack to all Non Colgate Shoppers and brief shoppers about the campaign
- Each pack contains unique no. which shoppers need to SMS to register for the campaign
- Retailers rewarded points based on the number of people registered
- Shoppers can redeem their points earned /un-register whenever they wish to
- Retailers to receive rewards based on the effectiveness of campaign

## **Benefits**

### **Hard Benefit**

Increased sales of Colgate toothpaste among the tele-callers due to greater brand recall (*around 2.5 million hits during campaign*)

### **Soft Benefit**

Convey to retailers that they are Colgate Palmolive's business partner and it is serious in its commitment to make them earn more money

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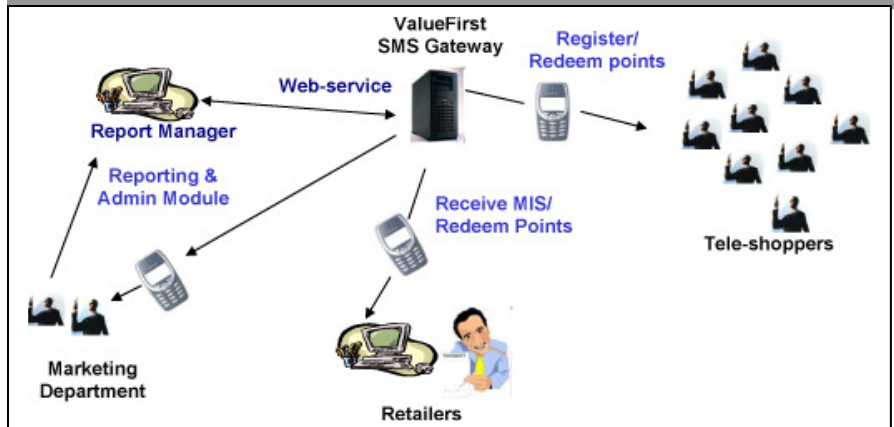
COLGATE-PALMOLIVE COMPANY

### **ValueFirst USP**

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

### **ValueFirst Mobile Data Service Architecture**



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