



CEAT Implements Fielo Salesforce-Native Loyalty and Incentive Automation Platform as Part of its Digital Transformation

To maintain the company's competitive position as one of India's leading tire manufacturers, CEAT Chief Digital Officer Ritesh Arora needed to transform its customer experience. Arora's key strategic objective: strengthen the company's relationship with its dealer network through a cutting-edge loyalty and incentive program.

The CRM Challenge

Arora and his team had found that the CEAT sales team was spending an inordinate amount of time assisting dealers with everyday operations — taking customer orders, determining consumer credit limits, among other financial elements of the sales process. In general, the customer relationship management (CRM) process was lengthy, taking an average of four to six months to complete, including start-to-finish dealer integrations with Salesforce. Overall, sales representatives were spending more time putting out day-to-day fires than they were working with dealers on business development strategies.

As such, Arora urgently needed to streamline and improve the CEAT CRM process. This required finding a partner that was not only software-compatible — part of the Salesforce AppExchange — but who shared the same customer-first philosophy of relationship management. In short, Arora need a technologically innovative partner with a modern approach to engaging with CEAT's most important assets: customers, employees, and channel partners.

The Fielo Solution

As a first step to improving the CRM process, Arora set up a dealer portal community cloud on Salesforce, where dealers could place orders, file warranty claims and streamline the sales process. CEAT also worked with dealers to help manage customer relations and improve sales efficiency by analyzing at their historic performance data. Still, Arora needed a way to incentivize dealer participation in the community portal and foster increased loyalty to the company.

After passing over numerous other software offerings outside AppExchange, Arora discovered Fielo. He immediately saw how Fielo, with its Salesforce-native, easy-to-deploy, and cost-effective loyalty and incentive offerings, could inspire dealers to participate in the portal. With Fielo, Arora could define CEAT's loyalty and incentive program the way he wanted — tailoring the program to include any combination of program participant activities and performance thresholds. Moreover, where the CRM process previously took as long as six months, Fielo could implement effective programs in as little as four weeks.

Bringing Loyalty and Incentive Programs Into the Digital Age

“We now have a loyalty program that drives adoption of online auditing, improves warranty registration, and gives us the data we need to better serve our dealers and their customers,” says Arora. “Claims processing used to be manual and required a sales or service executive to verify for processing. Now, it's a simple and fast flow. Claim settlements can be completed in 15 minutes, and we offer incentives for on-the-spot settlement.”

Arora adds, “Fielo implementation was straightforward — no challenges or bugs. We've been working with Fielo for the past year, and if we have a question or issue, the support team works with us to resolve it quickly. We have also found that getting dealer participation in the program is faster when we explain how they can redeem their points. We offer Amazon vouchers, and the response has been positive. Dealers like the freedom provided by being able to buy what they want.”

“We now have a loyalty program that gives us the data we need to better serve our dealers and their customers” - Ritesh Arora, CEAT Chief Digital Officer

CEAT will also use the Fielo loyalty program to incentivize online payments, the implementation for which is currently underway. Moreover, Arora plans to further explore the offerings of the Fielo platform, in particular its gamification options, which include features like friendly sales Races or quarterly Championship Series events. Arora also plans to roll out a regional sales program that, leveraging Fielo, gives teams the opportunity to earn points and win a European vacation or other luxury rewards.

Today, Fielo CEO Sanjay Agarwal points to CEAT as an example of how companies can successfully transform their loyalty and incentive programs for the digital age — ending the “old, slow and expensive way” that companies have traditionally managed incentives. “It is our mission to modernize incentives and loyalty programs with an automation platform that is simple to set up and easy to manage,” says Agarwal. “If your data is in Salesforce, you can point-and-click to create your program and incentivize any process in your CRM or PRM. Think of us as the iPhone of loyalty programs – simple to use but powerful.” At a time when many companies continue to pursue DIY incentive programs or bolt on expensive agency-built programs, solutions like Fielo's represent a simple, cost-effective way for organizations to transform their loyalty and incentives programs, improve critical relations with channel partners, and orient their sales strategies for a digital future.

About CEAT

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tire manufacturers and has a strong presence in global markets. CEAT produces over 15 million tires a year and offers the widest range of tires to all segments and manufactures world-class radials for heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles, and scooters as well as auto-rickshaws. www.ceat.com

About RPG Enterprises

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of Infrastructure, Tires, Pharma, IT and Specialty as well as in emerging innovation led technology businesses. www.rpggroup.com

About Fielo

Fielo is loyalty and incentives made simple. With the only Salesforce-native Loyalty and Incentives solution, Fielo helps organizations of all sizes modernize their channel incentives and loyalty programs and transform them into a powerful competitive advantage. Learn more at fielo.com

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contact us at marketing@fielo.com or
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