



Boosting Channel Loyalty with Holostik's Reward Management Solution

Executive Summary:

To build deeper engagement with retailers and distributors, a consumer goods brand launched Holostik's QR-based Reward Management system. The solution drove scan-based participation, increased product visibility, and improved secondary sales.

Challenges:

The brand faced **low channel engagement, poor scheme participation, and limited feedback** from retailers. Traditional reward systems were hard to monitor and prone to fraud.

They needed a **transparent, scalable, and real-time loyalty program** integrated with product packaging.



How the Product Helped:

Holostik implemented a **QR-based Reward Management platform** that enabled every product to carry a unique scannable code. Retailers could scan via mobile, earn points instantly, and redeem them for gifts or cash.

The system was supported with a **custom dashboard, multilingual interface**, and real-time campaign analytics.



Results & Future Plans:

1. **3X rise in retailer participation**
2. **Higher repeat orders and product uptake**
3. Better brand visibility in rural and semi-urban markets

Next, the brand plans to roll out **seasonal campaigns and consumer referral rewards** using the same platform.



Testimonial:

"Holostik helped us turn every product into a reward opportunity. Our retailers are now more connected than ever."

National Sales Head, Leading FMCG Brand

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