



Client: Amara Raja Batteries Limited, India  
Solution: Customer Relationship Management

*Amara Raja Batteries Limited (ARBL) is one of the leading battery manufacturers in India in the industrial and automotive segment. It has 21 branch offices in India and a technology tie-up with Johnson Control, USA, the world's leading battery manufacturer.*

## THE PROBLEM

Amara Raja's Amaron Hi-Way truck batteries catered to the heavy commercial vehicles (HCV) segment, but it found itself as one of the marginal players in this market segment. This battery division was beset with a number of problems that included:

- Difficulties in penetrating the fleet owner segment even though efforts were on for the past 2 years
- Dissatisfaction with company policies among channel partners
- Low product visibility and brand awareness
- Low mind-share among the key purchase influencers, that is, the auto electricians
- Less market share



## THE BUSINESS CHALLENGE

ARBL felt the need to increase its presence, brand awareness and brand recall value among its channel partners and key influencers segment.

Primarily, Amara Raja sought to:

- Increase awareness and visibility of Hi-Way batteries
- Develop a healthy relationship with fleet owners on a one-to-one basis
- Educate fleet owners about its product line, policies and procedures
- Enroll and educate the key influencers segment about Amaron Hi-Way batteries so that they can recommend this product to the fleet owners

Amara Raja recognized SurfGold's competence in the loyalty marketing field and approached SurfGold with the primary aim of facilitating all the above objectives.

## THE SOLUTION

SurfGold adopted a three-phase approach to the business challenge.

- In the first phase, SurfGold did a market research and gained comprehensive insights into ARBL's network and delivery mechanisms
- Based on the study, SurfGold proposed a single CRM program both for fleet owners and auto electricians. This included:
  - Breaking the perception of fleet owners
  - Generating a positive bias among the influencer's community
- Drawing on the CRM program, SurfGold charted a series of activities to increase ARBL's presence in the HCV segment and build on the brand share and brand recall. SurfGold also took upon itself the task of implementing these activities.

# CASE STUDY

## SOLUTION IMPLEMENTATION

SurfGold planned a Hi-Way relationship program for fleet owners and auto electricians. This involved offering fleet inspections to the fleet owners organized by SurfGold on behalf of ARBL. In this way, ARBL was able to endear itself both to the fleet owners as well as the key influencers segment. The program had the following components:

- Contacting the fleet owners, making the initial presentations and presenting the offer for fleet inspections.
- Upon enrolment, sending detailed reports to fleet owners about the trucks based on the inspection
- Organizing mechanic meets to educate them about the Hi-Way brand
- Appointing new channel partners to increase availability of Hi-Way batteries
- Generating sales leads through the newly enrolled fleet owners

**Amara Raja**  
Hi-Way  
Hi-Way Batteries

Personal details:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Pin: \_\_\_\_\_  
Contact No: \_\_\_\_\_

Vehicle details:  
Make: \_\_\_\_\_  
Model: \_\_\_\_\_  
Year: \_\_\_\_\_  
Color: \_\_\_\_\_

Fleet details:  
Fleet Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Pin: \_\_\_\_\_  
Contact No: \_\_\_\_\_

Special offer on purchase of Hi-Way batteries  
Personal Attention from ARBL

## THE RESULTS

Within a span of eight months, SurfGold was able to generate a comprehensive database of fleet owners, vehicle data along with a list of auto electricians. A sizeable number of mechanics were enrolled in different high traffic sectors across the country. SurfGold was able to identify retailers who could be channel partners for Hi-Way batteries. The success of the program extended to building a one-to-one relationship. Sales of Hi-Way batteries showed excellent growth as 20% of the fleet owners placed orders. Both the fleet owners and key influencers witnessed perceivable benefits. Given the success of the program, SurfGold is now engaged in a long-term initiative to expand the program to other states in India and plans to undertake a mammoth audit of fleet owners and their vehicles across the country.

### BENEFITS TO FLEET OWNERS

- Improved availability of batteries
- Free fleet inspection
- Special offer on purchase of Hi-Way batteries
- Personal Attention from ARBL

### BENEFITS TO KEY INFLUENCERS

- Increased knowledge of new developments in the field
- Recognition from ARBL
- Goodwill gifts
- Additional income to the influencer community

*SurfGold is Asia's premier relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.*