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Corteva Agriscience bags award for best use of technology in Loyalty Program

Corteva Agriscience™, Agriculture Division of Dow DuPont, has been acknowledged at India’s Customer Fest Show 2019 for its innovative use of digital technology to build customer loyalty in the agriculture industry through its deployment of a digital solut

By **Kalyani Sharma** | February 26, 2019



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Program enables retailers with live access of sales and loyalty points redemption

Corteva Agriscience™, Agriculture Division of Dow DuPont, has been acknowledged at India's Customer Fest Show 2019 for its innovative use of digital technology to build customer loyalty in the agriculture industry through its deployment of a digital solution for a loyalty program developed for its retailers.

Agriculture has the power to feed the growing population behind ever growing economies and countries around the world. Technology-based innovation powers integrated solutions to meet farmers requirements through the retailers of agri products today.

Developed as a channel for supporting the organization's popular loyalty program for retailers called as Pioneer Parivaar, it allows users to access services provided on the e-platform from enrolling, sales upload, viewing points and redeeming rewards. Retailers have also been provided a web portal to manage the loyalty program, sales geography, sales registration, redemptions and reports. It helps retailers to register their sales achievements simply by scanning coupons to receive instant confirmation on earned and total points - enabling retailers to better plan their sales volumes to achieve their desired membership tier.

The new program helps retailers speed up becoming a member with an easy registration process which has eliminated the filling of enrolment papers, license and other documents. A virtual membership card is issued digitally reducing their wait time from 45 days to 2 days. The retailer can start redeeming points from the moment digital card is received, making it easy for them to track their rewards. Further, a customer care centre with more than 15 agents has been set up to deliver better customer services.

The diverse portfolio of partner brands spans daily shopping needs, making it possible for retailers to cover 80% of their everyday purchasing needs via the program. The program enables the retailers to have a single window access to multiple brand partners and offers various engagement opportunities, enabling them to earn and redeem more points through the PAYBACK network.

Upon receiving the award, Dr KV Subbarao, Managing Director, South Asia, at Corteva Agriscience, said, “Corteva Agriscience is honored to be acknowledged with this prestigious award. The service innovation recognized at this year’s Customer Fest Show showcased Corteva Agriscience at its best – leveraging digital technology to come up with an effective and integrated loyalty program that has allowed us to better serve our customers, providing them with more convenience and easier access to products and rewards.”

The Customer Loyalty Awards category of the Customer Fest Show 2019 celebrates excellence, innovation and best practices in the loyalty industry across India.

Corteva Agriscience was selected as the winning entry by a judging panel of independent industry experts. The jury members for the awards were, Manu Dogra, President at NetCarrots Loyalty Service, Deepali Naair, Director - Marketing, India and South Asia at IBM, Dr Anil V Pillai, Director at Terragni Consulting Pvt Ltd., Darshana Shah, Chief Marketing Officer at Aditya Birla Health Insurance, Yusuf

Pachmariwala, SVP and Head – Operations at Tata AIA Life Insurance Co. Ltd. and Uma Talreja, Chief Marketing and Chief Customer Officer at Shoppers Stop.

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