



HIMALAYA WELLNESS



Overview

Himalaya Wellness, a trusted name in the beauty and wellness sector since 1930, operates 708 stores across India. To meet evolving customer expectations, it transformed its Smiles Loyalty Program into a dynamic, data-driven engagement platform—shifting from transactional rewards to deeper emotional connections, improved retention, and long-term brand loyalty.

The Challenge

Himalaya’s original points-based system wasn’t cutting it anymore. It was too simplistic, resulting in:

- Inflexibility across B2B and B2C
- No points cap, leading to misuse
- Manual data handling and frequent errors
- Generic communication with no segmentation

The Approach

Himalaya partnered with Capillary Technologies to revamp the program, implementing advanced data analytics, a tiered structure, and personalized rewards.

Tier-Based Loyalty System

The new Smiles Loyalty Program introduced a tier-based structure to encourage progression, for B2C customers, the rewards are based on visit frequency and purchase volume:

Bronze	Onboarding bonuses	Gold	30 pts/₹100 after 4 visits
Silver	10 pts/₹100 after 2 visits	Platinum	50 pts/₹100 after 7 visits + exclusive offers

For B2B influencers such as tour guides and cab drivers, the program offers even greater incentives. Starting at the Gold tier, influencers can earn 60% of the bill value in points, motivating them to promote the brand actively.

Data-Driven Personalization

Smiles utilized advanced data analytics and segmentation to personalize engagement:

Behavioral Segmentation:

Rewards for frequent buyers, re-engagement for inactive ones

Occasion-Based:

Birthday & festive offers to build emotional connect

Predictive Retention:

AI flagged churn risk, triggered offers

RFM

Segmentation:

Targeted promos by shopping behavior

Seamless Rewards Ecosystem

The program spanned 600+ stores, the website, and the app—letting customers earn and redeem rewards anywhere. The Instant Reward Tracker provided real-time transparency, ensuring customers could easily track their points.

Fraud Prevention & Customer-Centric Enhancements

Implemented points capping and fraud detection to prevent misuse. Introduced customer feedback integration, leading to double-points campaigns during festive seasons.

Beyond Transactional Rewards: Emotional Loyalty & Wellness Services

The program builds deeper customer connections through:

- Personalized wellness and Ayurvedic health solutions (skin, hair, pulse analysis)
- Free doctor consultations & BMD tests
- Geo-targeted offers for nearby services
- Birthday & anniversary rewards with bonus points and messages

Measurable Impact

43% YoY membership growth

86% conversion to membership

+35% customer retention

80% more spend by loyalty members

75% reward redemption rate

+36.5% loyalty-driven sales

+9% redemptions from personalization

+20% customer satisfaction