



# Himalaya Wellness Revamps Loyalty with Capillary, Achieves 36.5% Growth in Loyalty-Driven Sales

A data-led loyalty transformation delivering stronger retention, higher engagement, and smarter rewards at scale.



Himalaya Wellness, a trusted name in the beauty and wellness sector since 1930, operates 708 stores across India.



## Overview

To meet evolving customer expectations, Himalaya Wellness 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



Tune in to watch how Himalaya is turning everyday buyers into long-term brand believers—powered by Capillary.