



**Eureka Forbes Digitizes AMC
Renewals with WebEngage
Achieving 4X Growth and 2.5X
Cost Efficiency**



The Challenge: A Legacy System Holding Back Growth

For decades, Eureka Forbes operated one of India's largest after-sales networks, serving over **10 million customers**. Yet, the backbone of its recurring revenue – AMC renewals – was still managed through a fragmented, offline system led by field agents and service centers.

Renewal reminders, calls, and collections were handled manually, creating significant operational challenges and limiting growth potential.

Key Pain Points

- Inconsistent customer experience due to agent-level variations
- Limited coverage: Many eligible users were never targeted or contacted
- Delayed cash flow: Payments collected offline and remitted after 30–45 days
- High operational overhead: Manual coordination and agent dependency

The Mission: Digital Transformation

The team needed to digitize the renewal journey, improve conversion efficiency, and make communication smarter – all without disrupting a legacy customer base built over **40 years**.

Digitize End-to-End

Transform the entire AMC renewal process from manual to automated digital journeys

Expand Reach

Improve coverage and targeting of eligible customers across the entire base

Reduce Costs

Lower marketing expenses through smart automation and channel optimization

Accelerate Revenue

Enable real-time payments and faster cash flow cycles

Martech-Driven Solutions: From Problems to Possibilities



Manual Sales, Low Reach

CDP + automation improved coverage across the entire customer base



Revenue Delay

Digital journeys enabled real-time cash flow and instant payment processing



High Messaging Cost

Smart orchestration reduced cost by 55% through channel optimization



Funnel Drop-Offs

Call center handoff with real-time context recovered lost conversions



Login Friction

Deep links with auto-login simplified the user experience

The Turning Point: Building a Martech-Led Growth Engine

In **August 2023**, Eureka Forbes launched a new product website with a clear goal – unify its offline customer data, digitize user engagement, and simplify renewals.

Partnering with WebEngage, the brand built an integrated CRM system that connected its marketing stack, website, and call center. What emerged was a real-time, data-led renewal engine capable of orchestrating journeys for millions of customers.

01

Unify Customer Data

Connect offline and online customer information into a single platform

02

Digitize Engagement

Transform manual touchpoints into automated, personalized communications

03

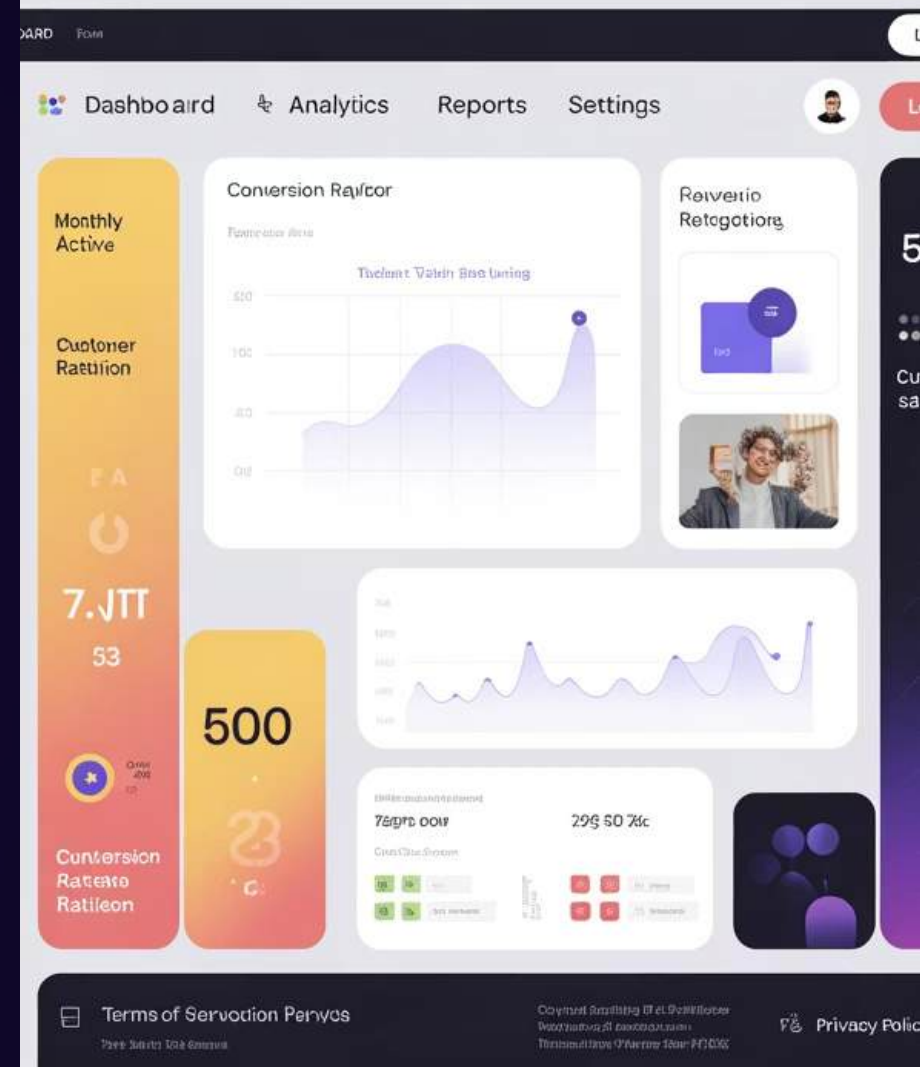
Simplify Renewals

Create frictionless digital payment and renewal experiences

04

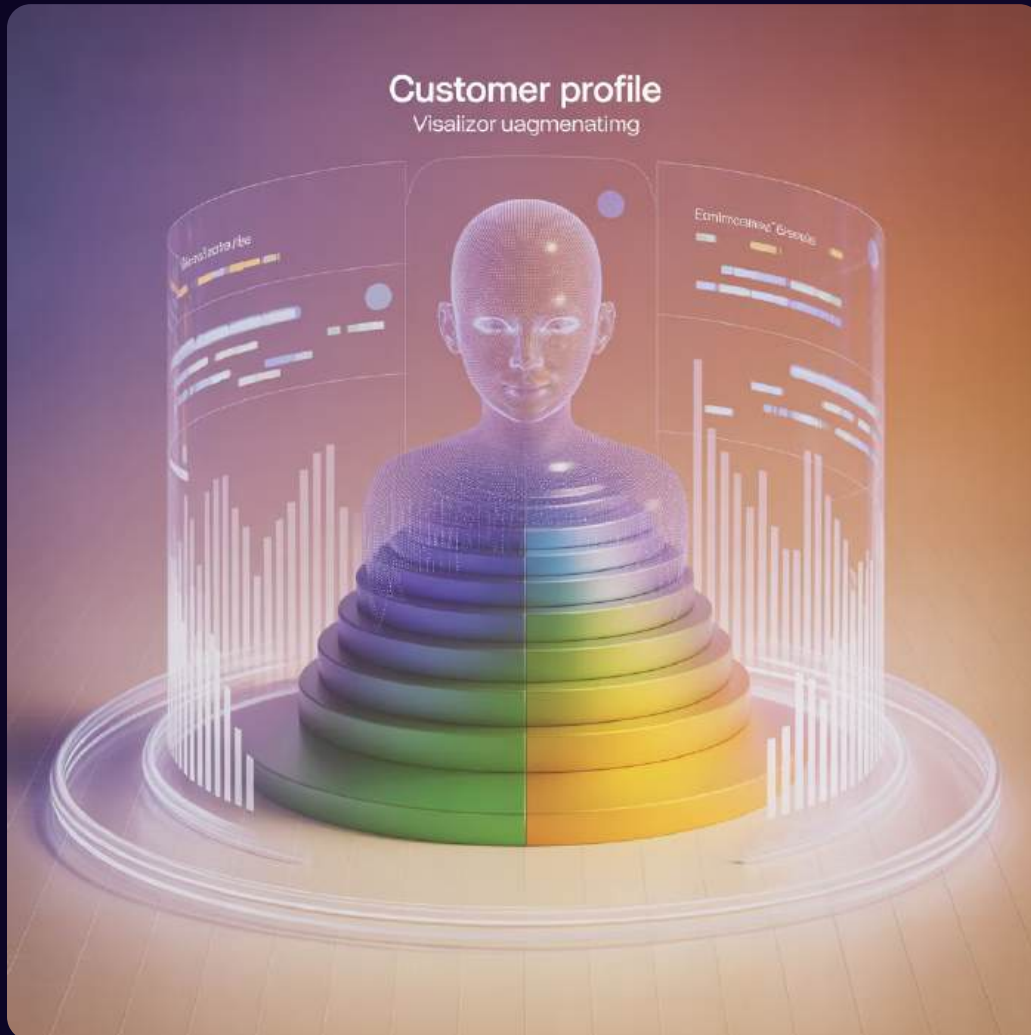
Enable Real-Time Collaboration

Sync marketing and call center teams with live data



Step 1: Segmentation at Scale

Using WebEngage's data infrastructure, the **10M customer base** was segmented with precision to enable targeted, relevant messaging.



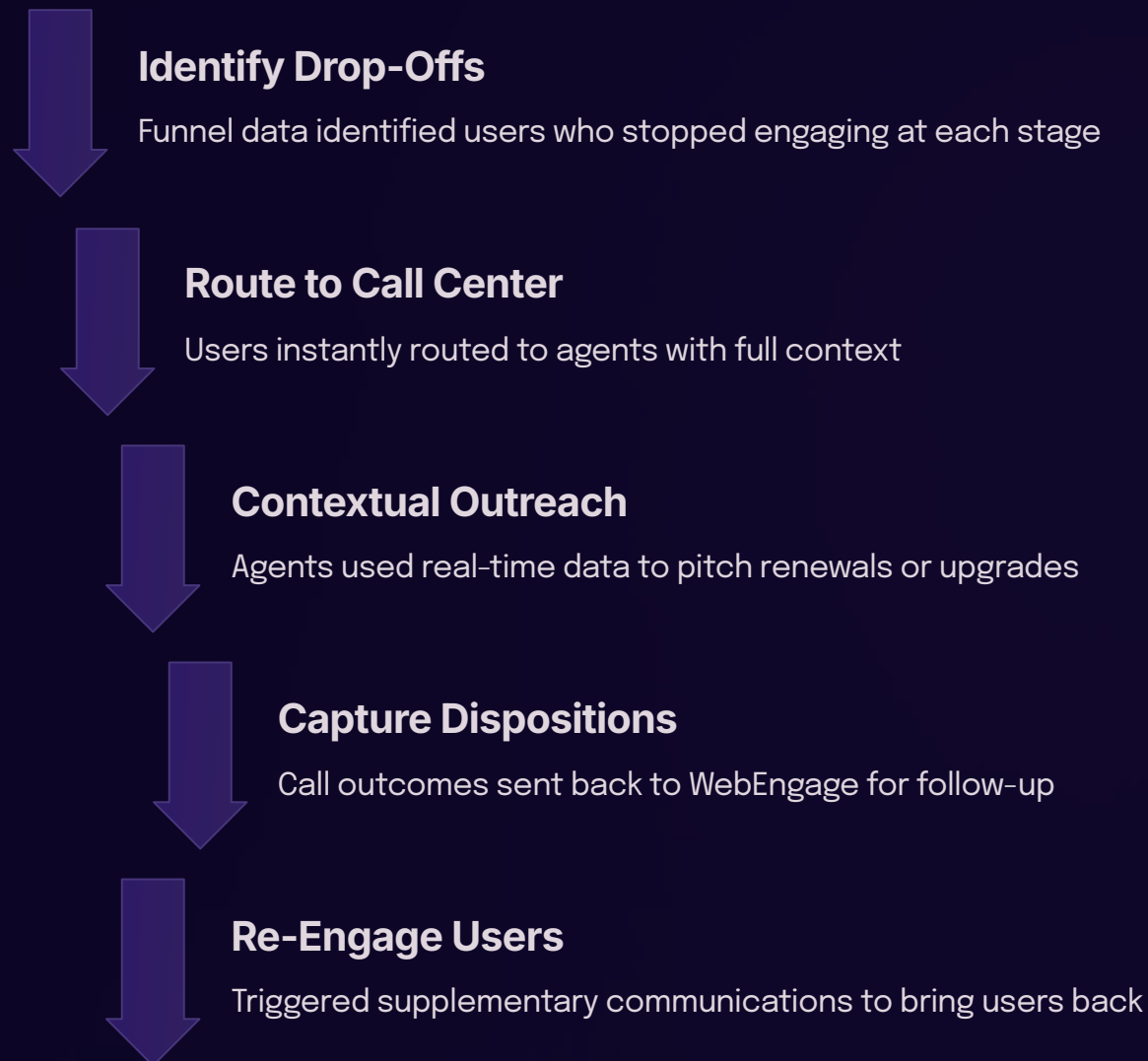
Segmentation Criteria

- **Plan type:** AMC, Warranty, One-time
- **Product category:** Water purifiers, air purifiers, vacuum cleaners
- **Geo-location:** Regional service availability
- **Last plan status:** Active, expired, or expiring soon

This micro-segmentation allowed precision messaging: expiring-plan users received renewal reminders, first-time buyers were nudged for upgrades, and warranty users were educated about AMC benefits.

Step 2: A Five-Step Funnel That Mapped Every Drop-Off

Eureka Forbes built a five-stage funnel tracking every user journey – from initial reminder to final payment. At each stage, drop-off data flowed into the call center dashboard, creating a two-way sync between marketing and operations.



This tight feedback loop created a **360° lifecycle view** – every interaction, call, and click now part of a connected renewal journey.



Your
communications.
Unified.

Step 3: Smarter, Cost-Efficient Communication

WebEngage powered personalized, omnichannel messaging across WhatsApp, SMS, Email, and Push Notifications, ranked by Return on Ad Spend (RoAS) efficiency.

Channel Optimization

Switched from promotional to utility templates, lowering overall messaging expense by **2.5X** without compromising reach

Frictionless Conversion

Each message carried deep links for auto-login and instant payments, shortening the conversion path to under two clicks

Continuous Engagement

Educational content journeys about AMC benefits kept users engaged even without immediate purchase intent

Step 4: Data Meets Human Touch

Half of the **4X revenue growth** now comes from call center activations, powered by WebEngage data.



Real-Time Intelligence for Every Call

Every day, call agents receive real-time funnel intelligence:

- Which users dropped off, at what stage, and why
- What plan or product they owned
- When they last renewed or interacted

This fusion of marketing automation and human sales ensured that every call made was relevant, contextual, and timely – not just a cold pitch.

The Impact: Measurable, Transformative Results

Between August 2023 and August 2025, Eureka Forbes achieved tangible, measurable growth across renewals, revenue, and efficiency.

4X

Revenue Growth

Overall revenue growth led by digital AMC renewals and website sales

2.5X

Cost Efficiency

Through smarter orchestration and utility templates

2.5X

Monthly AMC Revenue

Increase in digital D2C AMC revenue

30%+

Digital Share

Digital AMC bookings rose from 7-8% to over 30%

95%

Customer Coverage

Of eligible users reached through automated journeys

55%

Lower Marketing Costs

Reduction in cost per conversion

3X

Faster Cash Flow

With instant digital payments

40%

Call Center Efficiency

Higher efficiency powered by real-time data sync

Future Roadmap: Continuing the Innovation Journey



Advanced Segmentation

Crisp segmentation based on service record, NPS, and type of last AMC bought



AI-Based Offers

Predictive offers and dynamic pricing powered by machine learning



Voice + WhatsApp

Journeys optimized for Tier 2/3 cities



Real-Time NPS

Instant customer satisfaction capture and response



Service CRM Integration

Complete integration with service management systems



WhatsApp Native Booking

Complete AMC booking flow within WhatsApp

From the Eureka Forbes team

“Digitizing our AMC renewals was a massive shift – not just in process, but in mindset. With WebEngage, we moved from manual tracking and fragmented communication to a connected ecosystem where marketing, tech, and call center teams work in sync. The result was faster renewals, lower costs, and a better experience for every customer.”

Viraj Murlidharan | Senior Manager – Digital Marketing & Retention, Eureka Forbes



Why This Matters for Your Business

Eureka Forbes turned a fragmented, offline-heavy revenue stream into a digital-first growth engine. The model shows what's possible when businesses replace manual processes with automated lifecycle journeys.

The Proven Playbook

For any brand with recurring revenue or service renewals, this case study demonstrates how to:

- **Boost revenue** without increasing headcount
- **Accelerate cash flow** cycles with instant digital payments
- **Deliver consistent experiences** at scale through automation
- **Integrate marketing and operations** for unified funnel conversion
- **Optimize channels** for maximum cost-efficiency



❏ **Key Takeaway:** By integrating marketing automation with call center operations and leveraging behavioral segmentation, Eureka Forbes achieved **4X revenue growth** while reducing costs by **2.5X** – proving that digital transformation drives both growth and efficiency.