

# **Hindustan Unilever Transforms Retail Sales with Intelligent Automation by WebEngage**

# Summary

Hindustan Unilever Limited (HUL) leveraged WebEngage to automate sales communication across its retail network, bridging on-ground execution gaps with intelligent, localized automation.

## WebEngage: The Solution

### Automated Journeys

Implemented 15+ automated journeys, including onboarding, reorder nudges, cart abandonment, and absentee triggers.

### Personalized Messages

Deployed 3M+ personalized messages weekly, powered by segmentation and dynamic variables.

### Conversion Tracking

Used 24-hour conversion tracking to measure business impact.

### Brand Consistency

Ensured brand-wide consistency in engagement across regions and products.

## The Result

### Automated outreach covered 70%+ of the active retailer network

Converting roughly 1 in every 6 engaged outlets into digital purchasers – all without manual intervention.

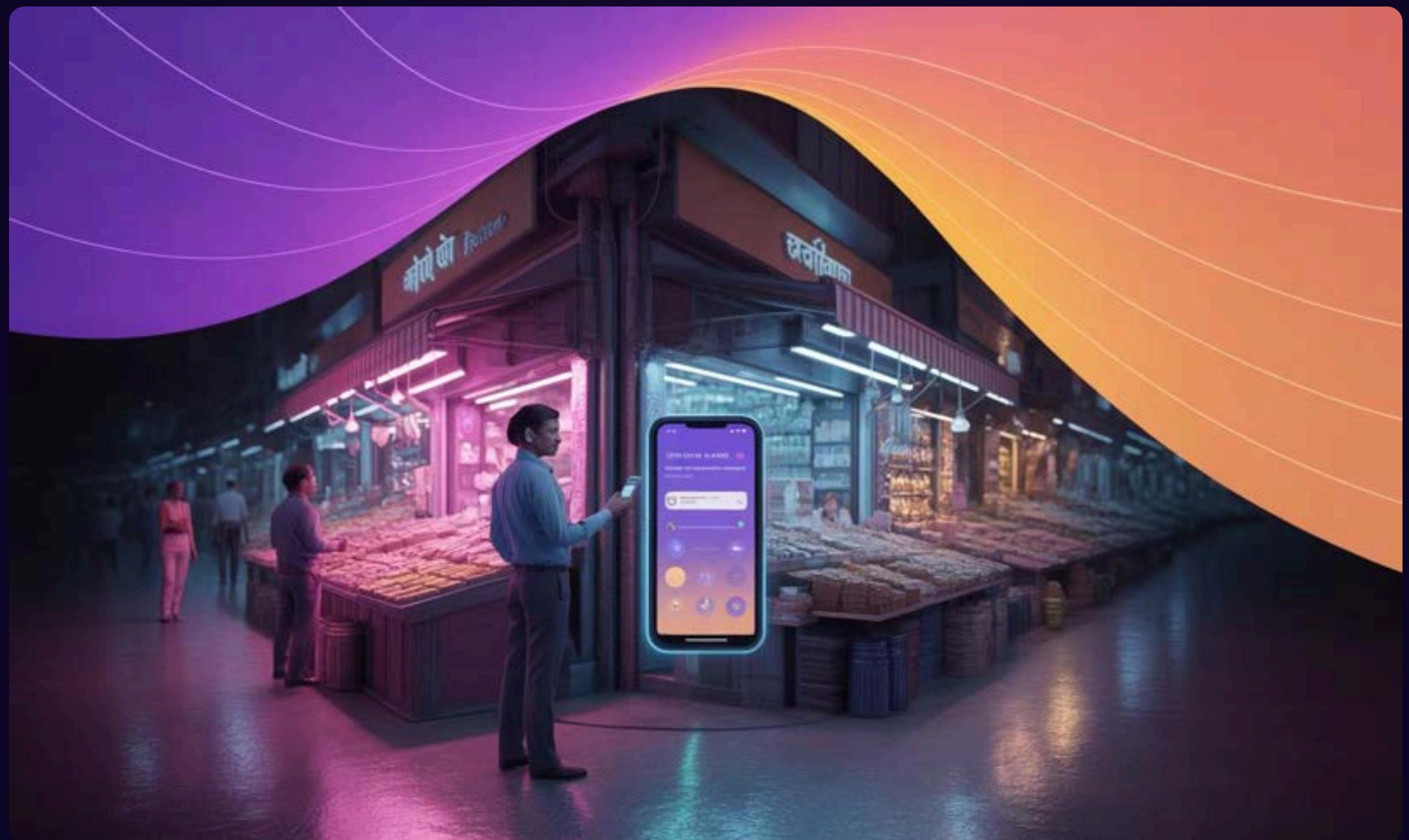
# Objective 1: Automating Order Recovery During Salesman Absenteeism

## Challenge

When on-ground sales representatives were absent, retail orders dropped sharply. Manual outreach wasn't feasible at scale, and missed visits led to lost revenue opportunities.

## WebEngage Solution

- Integrated salesman attendance data into WebEngage.
- Identified impacted retailers automatically whenever a salesman was absent.
- Triggered personalized notifications prompting self-ordering through the Shikhar app, dynamically inserting the assigned salesman's name.
- Delivered messages in 9 regional languages for localized communication.
- Used push notifications as the primary channel with SMS fallback to ensure delivery.



## Impact

**9%**

### Uplift in Orders

From previously inactive outlets.

**100%**

### Automation

End-to-end automation – zero manual intervention required.

## Objective 2: Strengthening Retailer Engagement and Retention Challenge

With a massive retail base spread across geographies, maintaining consistent engagement was a challenge. Dormant or inactive retailers required reactivation at scale without relying solely on manual field efforts.

### WebEngage Solution



#### Dynamic Cohorts

Built dynamic retailer cohorts based on order frequency, last transaction, and purchase category.



#### Local Personalization

Integrated local language personalization to improve recall and relatability.



#### Re-engagement Journeys

Automated re-engagement journeys for dormant retailers.



#### Instant Reordering

Enabled retailers to reorder instantly through embedded app links.

## Impact



### Retailers Reached

Through targeted automation.

Significant increase in repeat orders and app-driven transactions.



### Retailers Digitized

Via Shikhar.

## Objective 3: Increasing Retail App Adoption and Usage

An increase in adoption was needed since retailers would wait for salesrep calls to proceed, as opposed to independently ordering on the app itself.

### Challenge

The brand needed to boost adoption of its retailer app, ensuring that partners placed orders digitally instead of relying on field visits or phone calls.

### WebEngage Solution

- Designed onboarding and education journeys for new retailers.
- Shared bite-sized feature explainers via push and SMS campaigns.
- Encouraged app transactions through contextual reward communication and localized prompts.
- Used data-based segmentation to identify app drop-offs and re-target those users with reminders.



# Impact

## App-Led Orders Increased

Steadily quarter-over-quarter.

## Improved Retailer Independence

Reduced manual dependency on field sales teams.

## The Business Impact (Apr-Sept)

Metric	Outcome
Retailers Digitized	<b>1.2M+</b>
Retailers Reached	<b>2M+</b>
Personalized Messages	<b>3M+ weekly</b>
Automated Journeys	<b>15+ live monthly</b>
Conversion Uplift	<b>9%</b>
Languages Supported	<b>9 regional languages</b>

## From the HUL desk

For HUL, Shikhar adoption is a critical priority, and WebEngage has been a strong partner in helping us drive that shift. The platform allowed us to automate journeys that mirror real on-ground scenarios—like absenteeism or dormant retailers—and nudge outlets toward self-serve ordering.

The insights, segmentation, and regional communication capabilities helped us understand retailer behaviour in depth and act on it with speed.

**Namit Pandit (General Manager, Digital Selling Hub), HUL**





## From the HUL desk

WebEngage has enabled us to make digital ordering both predictable and scalable, and it continues to be a key lever in our overall retail journey execution.

**Susmita Paria (Digital Marketing Manager - Shikhar - Customer Development; Centre Of Excellence), HUL**

# From our Growth Consultants

*With HUL, our north star was simple: empower retailers to move from assisted ordering to independent digital behaviour on the Shikhar app. Through a mix of intelligent automation, multilingual personalization, and insight-driven segmentation, we built journeys that nudged retailers at exactly the right moment – and at a scale only a company like HUL can demand. What made this partnership special was how proactive and deeply invested the HUL team was.*

*Whether it was refining journeys, adopting new analytics, or shaping future roadmap discussions, they consistently brought clarity, curiosity, and ambition to the table. The result wasn't just higher adoption – it was a mindset shift. Retailers began choosing digital. And that's the kind of transformation we aim to build.*

**Bhavya Gupta | Lead Growth Consultant, WebEngage**



## Why It Matters

HUL's collaboration with WebEngage shows how large-scale FMCG ecosystems can close operational gaps using automation, personalization, and localization. By integrating real-time data with journey orchestration, HUL transformed daily disruptions into predictable, revenue-driving behavior – turning automation into one of the most effective growth levers in its retail distribution network.