

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.

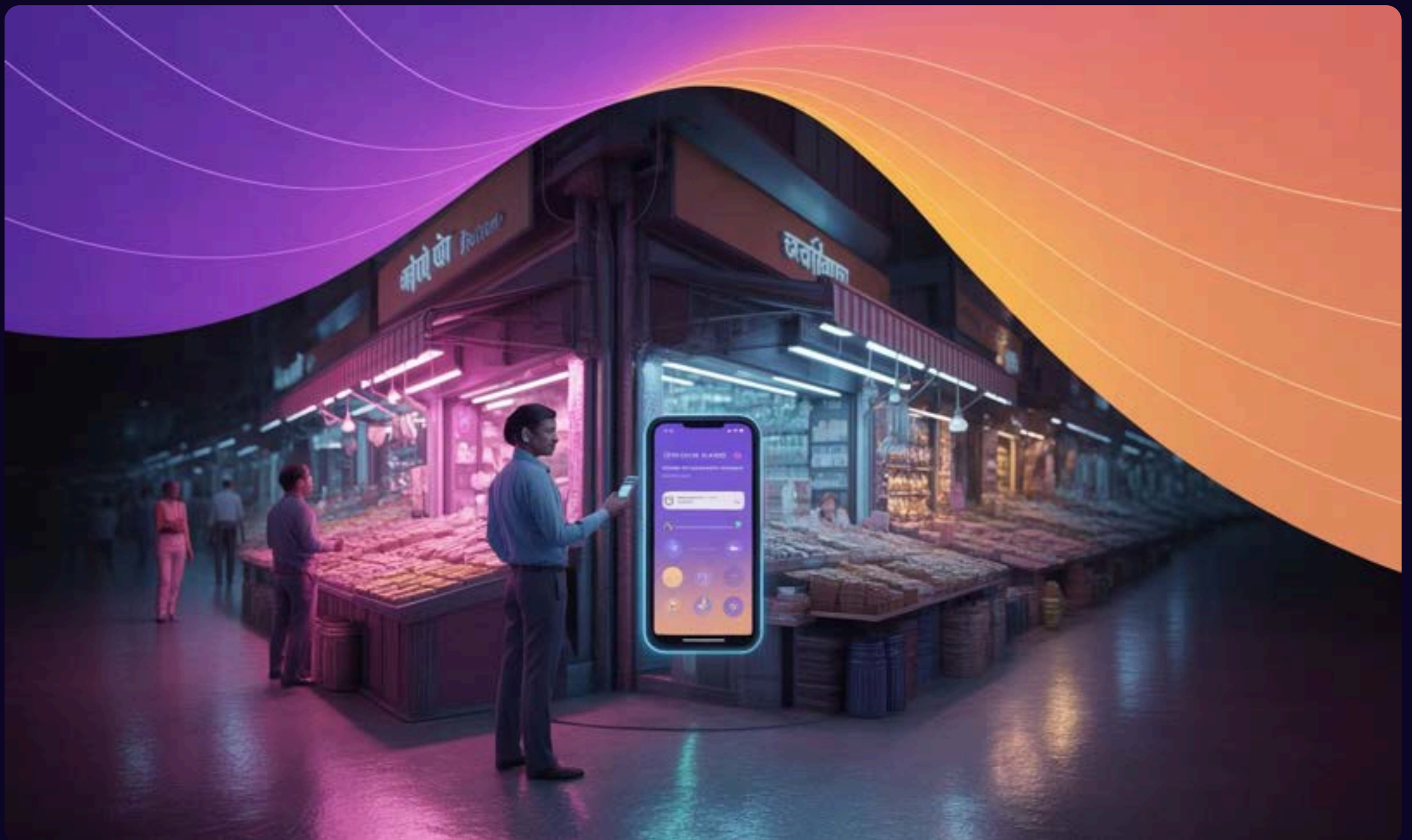
Objective 1: Automating Order Recovery During Salesman Absenteeism

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.



Re-engagement Journeys

Automated re-engagement journeys for dormant retailers.



Local Personalization

Integrated local language personalization to improve recall and relatability.



Instant Reordering

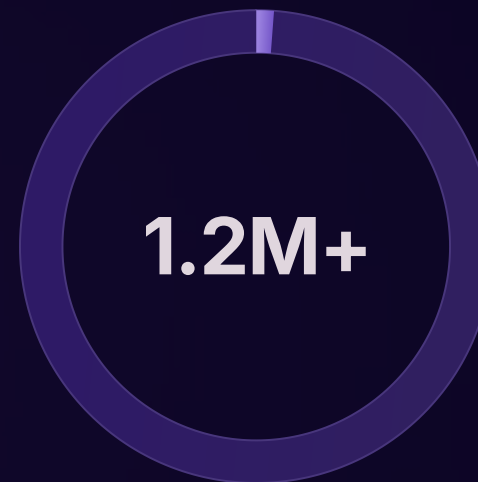
Enabled retailers to reorder instantly through embedded app links.

Impact



Retailers Reached

Through targeted automation.



Retailers Digitized

Via Shikhar.

Significant increase in repeat orders and app-driven transactions.

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	1.2M+
Retailers Reached	2M+
Personalized Messages	3M+ weekly
Automated Journeys	15+ live monthly
Conversion Uplift	9%
Languages Supported	9 regional languages

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.