

Digital Excellence Delivered

How Zopper Achieved 100% Digitalisation for a Consumer Brand's Extended Warranty Process?



At a Glance

Our Partner, a leading consumer appliance manufacturer has played a significant role in India's economic growth through their diverse product offerings. Their Appliances division, in operation for 60+ years, serves customers across India and neighbouring countries, with a strong foothold in semi-urban and rural markets.

As the division grew, we introduced extended warranty services to deliver best-in-class offerings. By leveraging technology to streamline warranty sales, we enabled regional teams to focus on driving core business growth.

CLIENT OVERVIEW

They are one of India's largest consumer goods multinationals, operating in more than 85 countries. They create smart experiences for customers while establishing a robust presence in multiple consumer and industrial sectors.

Challenges Faced

Initial Situation

Our client encountered challenges in streamlining warranty management and distribution. Manual processes for collecting customer details proved time-consuming and inefficient.

Without a unified platform, stakeholder management presented another layer of complexity, affecting confidence in warranty distribution. Long payment cycles and reconciliation difficulties further aggravated the operational challenges.

Major Roadblocks

Opportunity to enhance team efficiency for scalable growth in the extended warranty segment

Potential to empower frontline staff with better training and support

Chance to streamline payments for faster settlements and smoother payouts

Scope to unify workflows with a robust digital infrastructure

SOLUTIONS OFFERED

To tackle the challenge of activating warranties at the point of sale, Zopper developed a customised application for their door-to-door channel.

Zopper's Approach

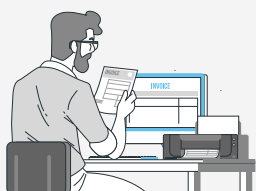


Centralised Dashboard

The dashboard offers real-time data like sales performance and policy status, enhancing decision-making and processes.

Real-time Incentives

Instant earnings visibility and automated payouts have brought greater transparency while eliminating manual errors.

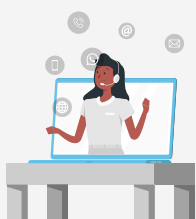


Automated Invoicing

The system automatically generates error-free invoices and keeps financial documentation accessible to stakeholders.

Offloaded Support

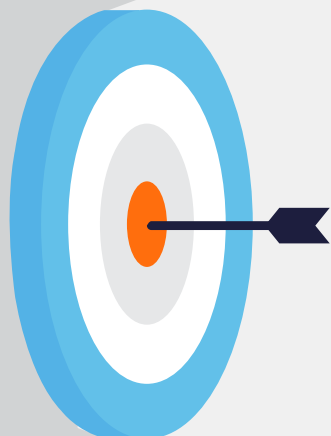
With dedicated on-ground teams, our client's zonal and regional teams could offload sales efforts, driving stronger results.



Enhanced Engagement

Consistent engagement across all channels and lines of business led to quicker, better outcomes.

IMPACT



100%
digitisation of
extended warranty
sales process



40%
of our client's authorised
service provider (ASP) base
activated for warranty sales



70%
increase in retail
warranty business
within a year



T-day
payouts to ASPs, retailers,
technicians and promoters,
down from 45-60 days



40%
growth in the service
centre warranty
business in a year



8X
jump in the number of
technicians selling extended
warranty via ASPs

Testimonial



At Zopper, we see extended warranties as the bridge between operational efficiency and lasting customer loyalty. Partnering with one of India's leading consumer brands, we turned their warranty process into a seamless digital experience, unlocking significant growth across retail and service channels. Through smarter warranty ecosystems, we're helping OEMs and retail chains align innovation with long-term growth.

Mayank Gupta
Co-founder & CEO



About Zopper

Zopper blends insurance and technology to deliver tailored, end-to-end solutions, partnering with top insurers to streamline distribution and provide comprehensive technical and customer support across sectors.

[We look forward to partnering with you!](#)

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