Voltas x FirstHive

One Customer. Every Channel.

How India’s leading AC brand built a unified customer intelligence layer to power personalised engagement at scale.

01

The Problem

Voltas is India's largest AC and home appliances brand. But its customers were invisible.

A buyer who researched online, purchased through a dealer, registered warranty by phone, and later called service with a complaint existed in four separate systems as four separate records. There was no way to know it was the same person.

The result: marketing campaigns reached broad, poorly defined audiences. Dormant customers went unnoticed. Win-back efforts were guesswork. And with long product replacement cycles, the window to re-engage a lapsed buyer before they switched brands was real — but invisible.

02

What We Built Together

Voltas partnered with FirstHive to build a Customer Data Platform that unified every customer record into a single, persistent profile.

FirstHive ingested data from Voltas's primary sources simultaneously, applying identity resolution logic designed specifically for the Voltas data environment.

> **The output:** A single, unified profile for every customer across all channels.

03

The First Campaign Winning Back

With a unified customer base in place, the first major activation was a dormancy win-back programme.

But instead of treating all lapsed buyers as one audience, the team designed something more precise.

Using FirstHive, Voltas built distinct dormancy segments defined by intersecting dimensions:

Purchase Vintage	Geography	Recency
Which year the customer last bought	Exchange pincodes for regional targeting precision.	No purchase in 36 months or more

A large dormant audience was identified and targeted before a single campaign launched. (uses their preferred phrasing “Identified and Targeted)

04

What It Unlocked

The platform is live and operational. The dormancy campaigns launched are running across all segments.

Remove entirely. Start Section 04 directly with the capability list.

Prospect intelligence: web behaviour signals used to identify and score high-intent prospects before they purchase

Web personalisation: real-time personalised experiences served to known and anonymous visitors based on unified profile data

Churn and win-back: ongoing identification of at-risk customers and systematic re-engagement at scale

Post-purchase care: behaviour-triggered service journeys, warranty reminders, and maintenance communications

Promotion optimisation: Data-driven audience selection for promotional campaigns, directing offers to highest-propensity segments

05

What This Enables

The shift from fragmented data to a unified CDP is not just an infrastructure change. It changes what the Voltas marketing, sales, and service teams can do every day.

A. Revenue Growth YoY

Targeted acquisition and personalised purchase journeys replace broad campaigns. Every communication is informed by what the customer actually did, not a demographic guess.

B. Higher Customer Lifetime Value

Cross-sell, upsell, and lifecycle-driven engagement increase average order value. A customer who bought five years ago and is back on your website today is now a live signal, not a missed opportunity.

C. Improved Customer Experience

Automated omnichannel journeys deliver timely, relevant communication across the customer lifecycle.

D. Stronger Retention and Loyalty

Warranty renewals, service-led engagement, and win-back campaigns are now triggered by behaviour, not by calendar. Customers stay connected to the brand through their ownership lifecycle.

E. Enhanced Channel and Sales Performance

Unified visibility across dealer and service ecosystems improves co-ordination. Field sales and partner teams work from the same customer picture as the central marketing team.

F. Scalable, Data-Driven Growth

Intelligent orchestration enables real-time decisioning across a unified customer base. The platform is not a project with an end date. It is infrastructure for ongoing growth, with every new data source and every new use case built on the same unified foundation.

> *We always had the data across dealers, e-commerce, service centers. What we never had was a unified view of the same customer across all of it. FirstHive gave us that, and what we can do with our customers now is fundamentally different from what was possible before.*

Pranjal Karpe - Head of Performance Marketing, Voltas

About FirstHive

FirstHive is a Customer Data Platform built for enterprises that operate across complex, multi-channel environments. Connecting 750+ data sources with identity resolution, ML-driven segmentation, and activation across email, SMS, WhatsApp, web, and app, FirstHive turns fragmented customer data into a unified, actionable intelligence layer. Trusted by leading brands across FMCG, retail, financial services, and consumer durables.

Disclaimer: Quantitative impact metrics have been omitted in this version of the case study in accordance with the brand's confidentiality guidelines