

One platform for every dealer reward scheme

A leading automotive brand ran its dealer reward schemes on disconnected spreadsheets, with heavy reconciliation before every payout and no way for dealer staff to check their own status. Xoxoday replaced that with one configurable platform automating qualification, governance and payouts across every scheme.

₹3.25 Cr+ Rewards automated across Q3 and Q4	30 Retail locations managed through one platform	5 Reward schemes run from a single platform
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CAPABILITIES USED



PLATFORM CONFIGURATION

Configuration, not custom development

Configurable rules, multi-scheme support, and campaign flexibility let business teams define qualification logic, reward structures, and new schemes directly, without rebuilding workflows every quarter.



PARTICIPANT EXPERIENCE

A shared, real-time view for both sides

Dealer staff access their reward status in real time through self-service dashboards. The brand and its dealer network operate from one platform, with live visibility into performance and outcomes.



OPERATIONS

Governance built into every payout

Built-in governance validates every reward against source data before disbursement, and qualified rewards process automatically, removing manual payout confirmation.

THE CHALLENGE

A working program outgrowing its manual operating model

For this automotive brand, dealer engagement programs help align dealer behavior with quarterly business priorities, from premium variant adoption to finance attachment and after-sales growth. They also keep dealer participation strong across strategic campaigns and retail incentives throughout the year. As these programs grow, running multiple schemes through manual, siloed administration becomes harder to sustain, reducing transparency for dealers while adding operational load for the brand. That was the position the brand found itself in.

The brand's dealer engagement programs had grown into several independently managed reward schemes over time. The programs worked, dealers stayed motivated, but the operating model behind them relied on manual administration and offline communication, and that model was starting to show its limits.

- ✔ **Limited transparency** - dealer sales consultants had no way to check their own reward status, so most questions required direct intervention from the brand, which reduced confidence in the program.
- ✔ **Fragmented program management** - vehicle sales, model bonuses, finance, used car, and service-linked rewards were each administered independently, making every quarterly cycle labor-intensive to run.
- ✔ **Delayed reward processing** - manual qualification and reconciliation delayed payouts, reducing the immediacy and motivational value of the program.
- ✔ **Difficult to scale** - every new campaign, rule change, or additional dealer location added administrative work that made it harder to expand the program without rebuilding it.

THE SOLUTION

A configurable dealer engagement platform

Rather than digitizing manual processes, Xoxoday built a configurable platform that runs multiple dealer engagement programs from one system, organized around three capabilities: platform configuration, participant experience, and operations.

- ✔ **Configurable rules** - business teams define qualification logic, reward structures and new schemes directly, without rebuilding workflows every quarter
- ✔ **Multi-scheme support** - vehicle sales, model bonuses, finance, used car and service-linked rewards all run from one system instead of being administered independently
- ✔ **Self-service dashboards** - dealer sales consultants check their own reward status in real time, rather than asking the brand for it
- ✔ **Automated qualification and payout** - qualified rewards process automatically once validated, removing the manual reconciliation that delayed every cycle
- ✔ **Reward governance** - built-in governance validates every reward against source data before disbursement

THE RESULTS

Two quarters, one automated cycle

Across Q3 and Q4, Xoxoday automated more than ₹3.25 crore in dealer rewards across 30 retail locations and 19 dealer groups: ₹1.55 Cr+ in Q3 and ₹1.70 Cr+ in Q4, with 514 sales staff receiving automated payouts in Q4. The same platform configuration carried straight from one quarter into the next without a rebuild, and dealers gained self-service visibility into their reward progress for the first time, replacing fragmented quarterly administration with a single, governed reward process.

Dealer engagement programs are often considered too complex to standardize across large retail networks. This one now runs as configuration rather than manual administration, giving the brand a scalable foundation for future dealer, customer, and after-sales engagement initiatives.

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COMPANY PROFILE

INDUSTRY	Automotive Retail
PROGRAM	Xoxoday
REGION	India
USE CASE	Dealer Engagement & Channel Loyalty
ROLLOUT	Q3-Q4 FY25-26, pan-India dealer network