

A LEADING SOUTH ASIAN BANK · BANKING & FINANCE

CUSTOMER LOYALTY

Loyalty that moves as fast as modern banking customers do

How Sri Lanka's largest private bank replaced fragmented, manual reward operations with a real-time loyalty engine - and saw enrollment, engagement, and revenue grow together.

COMPANY PROFILE

INDUSTRY

Banking and Finance

PROGRAM

Retail Loyalty Rewards

REGION

South Asia

USE CASE

Customer Loyalty

38%

Increase in program enrollment within six months

62%

Reduction in time spent on manual reward operations

2.4x

Higher redemption rate vs. the previous program

1M+

Members enrolled on the loyalty program

59%

Member engagement rate (points earned by members)

67%

of earned points have been redeemed

CAPABILITIES USED



CUSTOMER LOYALTY

Xoxoday Loyalife: Loyalty Rewards Program

End-to-end loyalty platform with accrual engine, real-time redemption, advanced analytics, campaign automation, and white-labeled storefront, integrated into the bank's existing CRM and banking systems.



BANKING INFRASTRUCTURE

CRM & Core Banking Integration

API-driven connectivity linked Loyalife with the bank's CRM and core banking platforms, enabling real-time point accrual on transactions and seamless, instant redemptions.

THE CHALLENGE

A loyalty program that couldn't keep pace with customer expectations

The bank's loyalty program ran on legacy infrastructure that couldn't deliver the personalisation or immediacy customers now expect. Reward tracking was manual and fragmented, and delays and reconciliation errors ate into the loyalty team's time that should have gone to strategy, not spreadsheets. Without meaningful analytics, the team couldn't segment its customer base or design campaigns around real behavior.

The bank needed a flexible, secure loyalty platform that could integrate with its existing systems and give its team the insight to act on customer data, not just collect it.

- ✓ Automate reward operations end-to-end
- ✓ Deliver instant rewards on every qualifying transaction
- ✓ Segment customers and act on real behavioral data, not just collect it
- ✓ Integrate with its existing CRM and core banking stack without a rebuild

THE SOLUTION

One platform to run the entire loyalty lifecycle

The bank launched its revamped loyalty program on Xoxoday Loyalife. The implementation replaced every manual process with automation, connected directly to the bank's CRM and core banking stack, and gave customers a mobile-first redemption experience from day one. It delivered:

Additionally, Xoxoday's integration via APIs ensured seamless inclusion of the loyalty program across all customer touchpoints, from in-app interactions to in-branch experiences.

- ✓ **Accrual Engine** - Points calculated and posted in real time on every eligible transaction, with configurable earn rules by customer segment, product type, and campaign. This automation is what cut manual reward operations effort by 62%.
- ✓ **Real-Time Redemption Portal** - A mobile-first, white-labeled storefront gave customers instant access to a broad rewards catalog with zero friction at checkout, contributing to a 58% rise in redemption rate, thereby increasing customer retention.
- ✓ **Advanced Analytics** - Redemption trends, segment behavior, and campaign performance surfaced in a single dashboard, enabling targeted offer design and proactive churn intervention. This targeting is what drove a 44% increase in premium segment engagement.
- ✓ **Campaign & Communications Engine** - Automated triggers sent personalised reward notifications, tier-upgrade alerts, and expiry reminders without manual intervention, lifting campaign click-through.
- ✓ **Fraud & Risk Management** - Built-in controls monitored unusual redemption patterns and flagged anomalies automatically, protecting program integrity at scale.
- ✓ **Seamless API Integration** - Loyalife connected to the bank's existing CRM and core banking platforms via API, with no disruption to live operations during rollout.

THE RESULTS

Enrollment up. Effort down. Redemption up at scale.

With manual processes automated and rewards now posting in real time, customer participation accelerated quickly after launch. Premium segment customers who had been the least engaged under the old program became the most active redeemers once instant, relevant rewards were available to them. Targeted campaigns built on Loyalife's analytics drove a measurable lift in transaction volume among enrolled members, contributing directly to incremental revenue. Operational cost savings from automation freed the loyalty team to focus on strategy rather than reconciliation.

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