

One influencer master, two separate journeys

How a global building hardware and furniture fittings group used Xoxoday Loyalfit to put 84,000 carpenters, contractors, installers and designers on one governed identity, separating who an influencer is from how they are rewarded.

84,000

Influencers on a single governed master

96%

Of onboardings PAN-verified at source

31%

Fewer reward disputes after go-live

CAPABILITIES USED



MEMBER MANAGEMENT

Onboarding And KYB

Mobile number as unique identifier, PAN-based KYB, territory and skill tagging, duplicate checks and multi-level sales manager approvals.



MEMBER MANAGEMENT

Registered To Blacklisted

Defined lifecycle states with continuous profile enrichment, held in a central repository synced with SFA systems.



LOYALTY REWARDS

Unified Points Wallet

One wallet per influencer earning on approved activities, invoice claims and campaigns, with configurable expiry, burn and clawback.



GAMIFICATION

Leaderboards And Missions

Leaderboards by region, product and period, badges, milestones, quizzes, spin-the-wheel and scratch cards.

THE CHALLENGE

Nobody could say who the influencers actually were

The group ran a large, diverse influencer ecosystem of carpenters, contractors, installers and designers across multiple regions, and it existed in fragmented databases rather than one record. The same person could appear twice under different numbers, or sit in a territory they no longer worked. There was no single source of truth to reconcile against.

Validation was manual, and reward leakage followed from it. Claims were approved by people reading documents, with no systematic duplicate check and no enforced link between an influencer and the sales hierarchy they belonged to. Disputes were common because two parties could each hold a defensible version of the same record.

Underneath both problems was a structural one: governance and engagement were tangled together. The question of who an influencer is was being answered by the same process that decided what they had earned, so tightening one always meant slowing the other.

- ✔ **Create a single source of truth** - for all influencers across regions
- ✔ **Digitize influencer onboarding, validation and lifecycle management**
- ✔ **Establish strong KYB, audit and compliance controls**
- ✔ **Incentivize influencers** - through a structured earn-and-burn loyalty model
- ✔ **Introduce gamification and recognition** - to drive sustained engagement
- ✔ **Enable clear attribution** - of influencer activity to sales territories

THE SOLUTION

Governance defines who, loyalty defines how

The platform was architected as two tightly integrated journeys on one loyalty backbone. Journey A is the governance layer: multi-channel onboarding via app, portal and sales-assisted flows, capturing mobile number as unique identifier, PAN-based KYB verification, and address, pincode, territory and skill tagging. Real-time duplicate checks and territory alignment run at entry, and rule-based workflows route each record to auto-approval or multi-level sales manager approval with exception handling for mismatches.

Journey B is the engagement layer. A single loyalty wallet per influencer earns on approved activities from Journey A, invoice-based claims where applicable, and campaign-specific actions, with real-time and batch crediting and configurable expiry, burn and clawback rules. Because a single influencer identity spans both journeys, an activity validated once in governance flows straight through to reward without being re-argued, which is what removed the disputes.

- ✔ **360° member profiles** - mobile number as unique ID, PAN-based KYB, territory and skill tagging, with duplicate checks and rule-based approvals at entry
- ✔ **Member management** - lifecycle states running Registered, Active, Dormant and Blacklisted, with profile enrichment held in an SFA-synced central repository
- ✔ **Omnichannel data** - product recommendations, site visits and brand engagement events mapped to dealers, distributors and territories
- ✔ **Digital wallet and points** - one wallet per influencer with real-time and batch crediting, and configurable expiry, burn and clawback rules
- ✔ **Scheme management and campaigns** - always-on programs plus limited-period schemes, with visibility by influencer type, geography and tier
- ✔ **Gamification** - leaderboards by region, product and period, plus badges, milestones, quizzes, spin-the-wheel and scratch cards
- ✔ **Rewards marketplace** - merchandise, digital vouchers, experiences and bank transfers, with thresholds, validations and TDS handling as per policy
- ✔ **Security, fraud and governance** - PAN-based compliance with full audit trails on approvals, status changes, validations and suspensions
- ✔ **APIs** - inbound from SFA and sales hierarchy, outbound to the rewards marketplace and compliance reporting

THE RESULTS

A clean master, and disputes that stopped arriving

84,000 influencers now sit on one governed master with 96% of onboardings PAN-verified at source. The duplicate and territory checks at entry are what made that possible: records are reconciled as they arrive rather than cleaned in batches afterwards, so the repository stays trustworthy instead of degrading between audits.

Reward disputes fell 31%. Separating governance from engagement is the reason. Once an activity has been validated and audit-trailed in Journey A, the reward calculation in Journey B has nothing left to contest. The same split gave the organization something it had never had: activity mapped to dealers, distributors and sales territories, so influencer-driven impact reads by region rather than by anecdote.

Takeaway: an influencer program does not fail on earn rates. It fails on identity, and identity has to be governed separately from the rewards it unlocks.

COMPANY PROFILE

INDUSTRY
Building Materials: Hardware & Fittings

PROGRAM
Influencer Loyalty

REGION
India

USE CASE
Influencer Loyalty

84,000

Influencers on a single governed master

96%

Of onboardings PAN-verified at source

31%

Fewer reward disputes after go-live