

Unorganized to verified, one scan at a time

How a tiles, plywood, sanitaryware and adhesives marketplace used Xoxoday Loyalfit to turn an unorganized network of masons, contractors and plumbers into a digitally verified one, with geo-fenced validation on every claim.

38,500

Masons, contractors and plumbers verified

4.1x

Growth in certified influencers

62%

Drop in rejected duplicate claims

CAPABILITIES USED



RULE ENGINE

Four Ways In

Invoice upload with OCR, QR scan verification, learning modules and referrals all credit to the same wallet.



SECURITY & GOVERNANCE

Geo-Fenced Claims

SKU eligibility checks, time-based restrictions and geo-fencing around registered dealers gate every credit.



GAMIFICATION

Influencer Of The Region

Contests, monthly recognition events and profile badges build standing, not just balances.



REPORTS & INSIGHTS

Influence Heatmaps

Influencer heatmaps, dealer-linked sales and product category adoption in one reporting suite.

THE CHALLENGE

The people choosing the product were invisible

Across tiles, plywood, sanitaryware and adhesives, the purchase decision is rarely the buyer's alone. Masons, contractors and plumbers specify what gets used on site, and none of that influence was recorded anywhere. The marketplace was selling into a network it could not name.

Because the network was unorganized, there was no way to tie a claimed influence to a real purchase. Anyone could assert a job, and nothing checked whether the SKU was eligible, whether the timing made sense, or whether the claim came from anywhere near a registered dealer. Fraudulent and duplicate claims were a cost of running the scheme.

Training was the other gap. Skill certification existed but participation was thin, because completing a module earned recognition from nobody and counted toward nothing the influencer could see or spend.

- ✔ **Convert unorganized influencers** - into a digitally verified network
- ✔ **Drive purchase-linked validation**
- ✔ **Increase training and skill certification participation**
- ✔ **Build long-term emotional loyalty**

COMPANY PROFILE

INDUSTRY

Building Materials: Multi-Category

PROGRAM

Influencer Loyalty

REGION

India

USE CASE

Influencer Loyalty

THE SOLUTION

Four ways to earn, one validation stack

Earning runs through four channels of invoice upload with OCR, QR scan verification, learning modules and referrals, so an influencer who cannot produce an invoice can still earn from a scan or a certification. Every one of them lands in the same wallet, which is what makes training worth doing: a completed module and a validated purchase both move the same balance.

Behind all four sits one validation stack of SKU eligibility checks, time-based restrictions and geo-fencing around registered dealers. A claim that clears it is paid without argument, and one that does not is rejected with a reason. On top, contests, monthly recognition events, Influencer of the Region and profile badges give the network something a competitor's discount cannot replicate: standing among peers.

- ✔ **Rule engine** - four earning channels crediting one wallet, across invoice upload, QR scan verification, learning modules and referrals
- ✔ **Claims management** - invoice upload with OCR parsing, validated before any credit
- ✔ **Scan-based rewards** - QR scan verification as an earning route for influencers who cannot produce an invoice
- ✔ **Security, fraud and governance** - SKU eligibility checks, time-based restrictions and geo-fencing around registered dealers on every claim
- ✔ **Gamification** - contests, monthly recognition events, Influencer of the Region and profile badges
- ✔ **Rewards marketplace** - tools, vouchers, branded merchandise, electronics and fuel cards
- ✔ **Real-time analytics dashboard** - influencer heatmaps, dealer-linked sales and product category adoption

THE RESULTS

A named network, and claims that hold up

38,500 masons, contractors and plumbers are now digitally verified, and certified influencers grew 4.1x once certification began crediting the same wallet as a purchase. Tying training to spendable value rather than to a certificate is the whole mechanism: the module stopped being an obligation and became an earning channel.

Rejected duplicate claims fell 62%. Geo-fencing around registered dealers does most of that work, because it removes the easiest abuse of a claim filed from nowhere near the point of sale. What the marketplace gained beyond the savings is visibility: influencer heatmaps and dealer-linked sales now show which categories move in which regions, and through whom.

Takeaway: verifying an unorganized network is not a data-collection exercise. It works when the verified route is also the most rewarding one.

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