

Automated dealer incentives, live across 5,000+ dealers

This cement manufacturer ran its dealer incentive scheme through offline, region-specific processes, leaving dealers without visibility and the brand without an audit trail. Xoxoday Loyalife replaced it with one automated ICM engine, embedded into the existing dealer portal in under 5 weeks.

98%

Reduction in calculation errors

80%
reduction

Time spent on incentive management

99%

Improvement in processing speed

25% increase

Incentive qualifiers

100%

Improved reporting & operational efficiency

₹400Mn

Incentives processed seamlessly per month

CAPABILITIES USED



INCENTIVE & COMPENSATION

ICM Automation & Role-Based Dashboards

End-to-end incentive calculation automation with live dashboards for dealers, branch heads and admins.



FINANCE & SYSTEMS

Invoice Discounting & ERP/SFA/CRM Integration

Invoice discounting module with audit-ready reporting, integrated into the manufacturer's ERP, SFA and CRM stack.

THE CHALLENGE

Why the old process broke down in three places

Scheme calculation, payouts and communication all ran through manual, region-specific processes rather than one centralized system. That one gap showed up in three different ways: dealers couldn't self-serve, the brand had no visibility into scheme performance, and it couldn't prove payout accuracy or track ROI.

- ✓ Scheme updates and payout status moved through calls and manual follow-ups, with no consistent way to notify dealers
- ✓ Dealers had no self-service way to check targets, earnings or scheme progress
- ✓ Every earnings query meant contacting the brand directly; no dedicated portal existed
- ✓ Manual calculations across 5,000+ dealers led to frequent validation errors and payout disputes
- ✓ No centralized system meant the brand couldn't adjust scheme rules or track ROI by region
- ✓ Without a centralized admin layer, invoice validation and fraud checks couldn't be run at scale

COMPANY PROFILE

INDUSTRY

Cement & Building Materials

PROGRAM

Xoxoday Loyalife

REGION

India

USE CASE

Dealer / Channel Incentive Management

THE SOLUTION

A single platform for calculation, visibility and compliance

The brand partnered with Xoxoday Loyalife to replace the manual process end to end, embedding the new system into its existing dealer portal in about 5 weeks.

The platform's validation and reporting logic was already built rather than custom-engineered for this rollout, so calculation, invoice discounting and audit reporting launched together instead of in stages.

A dealer's qualifying invoice now triggers the payout calculation, updates their dashboard, and logs the compliance record in one motion. The same activity that keeps a dealer engaged is what gives the brand visibility into its channel.

- ✓ **Pre-built ICM engine** - the calculation and dashboard logic didn't need to be built from scratch, so rollout was mostly configuration and integration work
- ✓ **Audit trail baked in** - invoice discounting and compliance reporting shipped as part of the same release, not added after launch
- ✓ **Same-day rollout across regions** - the automated flow worked identically in every geography, so there was no need for a phased regional pilot
- ✓ **Real-time visibility for the brand** - branch heads and admins see which dealers are qualifying, on which scheme, and where, without waiting for a reconciliation cycle
- ✓ **Self-service for dealers** - dealers check targets and earnings on their own, while every payout still ties back to an invoice

THE RESULTS

Errors down, payouts automated, qualifiers up

The platform launched in roughly 5 weeks. Calculation errors dropped 98% and processing speed improved 99%, giving dealers, branch heads and admins one shared, always-current view. That visibility is driving real engagement, not just enrollment: incentive qualifiers rose 25%, and because every payout is invoice-linked, the ₹400Mn processed monthly also doubles as audit-ready data finance and compliance can use.

Speed, visibility and accuracy are usually treated as trade-offs. This rollout got all three from the same system.

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