

Certification as the loyalty currency

How a construction supplies brand used Xoxoday Loyalife to build skill-based loyalty for installers and project supervisors, with a learning academy, milestone recognition and a community wall alongside bill submissions.

11,200

Certifications completed on the academy

2.8x

Increase in project-level product recommendation

57%

Of active influencers hold a mastery badge

CAPABILITIES USED



VIDEO MANAGEMENT

The Academy

Certification modules, video courses, quizzes and mastery badges, built for installers and project supervisors on site.



TIERS

Milestone Map

One-year, three-year and five-year recognitions with badge-based progression, so tenure is visible and rewarded.

THE CHALLENGE

Every competitor could match the discount

In construction supplies, influencer schemes converge on the same shape: buy, submit, earn. When every brand calling on the same job site offers a comparable rate, the scheme stops differentiating and simply becomes a cost of participating.

The brand wanted to compete on something that could not be copied overnight, and identified accreditation as the lever. Installers and project supervisors carry their skills between jobs, so a brand that visibly invests in those skills earns a preference that outlasts any particular price.

Nothing in the existing program supported that. Product usage across projects was inconsistent, there was no way to recognize the influencers who had been loyal for years rather than quarters, and the brand had no presence in the professional life of the people specifying its products.

- ✔ Promote accreditation-led loyalty
- ✔ Encourage consistent product usage across projects
- ✔ Create a strong brand preference - among installers and project supervisors

THE SOLUTION

Learn, prove it, and be recognised for staying

The learning academy is the centre of the program rather than an add-on: certification modules, video courses, quizzes and mastery badges, sized for people who study between jobs. Transactional validation runs alongside it through bill submissions, QR scans and dealer selection, so the wallet reflects both what an influencer has learned and what they have used.

Recognition is built on tenure, not just volume. A milestone map marks one-year, three-year and five-year points with badge-based progression, and engagement runs through photo uploads, project galleries and a community wall where work is visible to peers. Rewards are chosen to match the audience, across power tools, accessories, personal protection equipment and vouchers, so what an influencer earns goes back into the job.

- ✔ Video management - certification modules, video courses, quizzes and mastery badges on the learning academy
- ✔ Claims management - bill submissions and dealer selection validated alongside the academy
- ✔ Scan-based rewards - QR scans as a transactional earning route beside certifications
- ✔ Tiers - a milestone map marking one-year, three-year and five-year recognitions with badge-based progression
- ✔ UGC-based rewards - photo uploads, project galleries and a community wall where work is visible to peers
- ✔ Rewards marketplace - power tools, accessories, personal protection equipment and vouchers

THE RESULTS

Skills the brand paid for, recommended back

11,200 certifications have been completed, and 57% of active influencers now hold a mastery badge. Project-level product recommendation rose 2.8x. The sequence matters: influencers who had been taught the product specified it more often, which is a different mechanism from paying them to specify it and does not reverse when a competitor raises its rate.

Product usage across projects became measurably more consistent, and the milestone map gave the brand a way to recognize long-tenured influencers that a scheme keyed only to volume cannot. The community wall turned out to carry weight of its own: work visible to peers is a reason to stay that costs the brand almost nothing to sustain.

Takeaway: when everyone can match your rate, invest in the influencer's skill instead. Skill travels with them, and so does the preference it builds.

COMPANY PROFILE

INDUSTRY

Construction Materials

PROGRAM

Influencer Loyalty

REGION

India

USE CASE

Influencer Loyalty

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