AN APPLIANCES & ELECTRONICS BRAND · CONSUMER ELECTRONICS | CUSTOMER LOYALTY

The service call is not a cost, it's an earn

How a consumer electronics brand used Xoxoday Loyalife to build one customer identity across purchases, service calls, AMC cycles and digital touchpoints, lifting AMC renewals 28%.

28%	2.1x	41%
Increase in AMC renewal rate	Growth in upgrade-cycle conversions	Of points earned outside a purchase

CAPABILITIES USED

RULE ENGINE
Beyond The Purchase
Points on purchases, service calls, AMCs, referrals and reviews, across the whole ownership lifecycle rather than just the till.

CAMPAIGNS
Warranty-Expiry Journeys
Post-purchase nudges, warranty-expiration triggers and upgrade offers fire from the customer's own timeline.

TIERS
Value Plus Engagement
Tiering on lifetime value combined with an engagement score, so an active owner outranks a one-off big spender.

OMNICHANNEL DATA
POS, E-Comm, WhatsApp
Points per spend with festive boosters and category multipliers, redeemable as bill discounts, vouchers or EMI incentives.

THE CHALLENGE

Two systems that never met the same customer

A consumer electronics customer touches the brand in two places: the purchase, and then everything after it, across service calls, AMC renewals, warranty questions and the eventual upgrade. Those lived in separate systems, so the brand had two partial views and no single customer.

Loyalty, where it existed, was keyed to the till. That misses where the value actually accumulates in electronics, because AMC renewals and service bookings are recurring revenue and the strongest predictor of an upgrade, and none of it earned the customer anything.

For the retail side of the business the problem was different but related. A chain serving diverse customer profiles needed something mass-friendly, working identically at POS, on e-commerce and over WhatsApp, and had no way to promote digital onboarding or grow basket size across categories.

- **Improve repeat sales and upgrade cycles**
- **Build a 360° customer identity**
- **Increase AMC renewals and service bookings**
- **Increase repeat visits and store loyalty**
- **Expand customer basket size** - and promote digital onboarding

COMPANY PROFILE

INDUSTRY
Appliances & Consumer Electronics

PROGRAM
Customer Loyalty

REGION
India

USE CASE
Customer Loyalty

THE SOLUTION

Earn on ownership, not just on purchase

Earning spans the whole ownership lifecycle: purchases, service calls, AMCs, referrals and reviews. Crediting a service interaction reframes it, because the call that used to be a cost line now deepens the relationship, and an AMC renewal becomes a rewarded decision rather than an invoice the customer resents.

Journey automations run off the customer's own timeline with post-purchase nudges, warranty-expiration triggers and upgrade offers, so the brand arrives at the moment of decision rather than in a monthly send. Tiering is calculated on lifetime value combined with an engagement score, which deliberately favours an involved owner over a single large spender. Across the retail chain, the same engine runs points per spend with festive boosters and category multipliers, working identically at POS, on e-commerce and over WhatsApp, and redeeming as bill discounts, vouchers or EMI incentives.

- **Rule engine** - points on purchases, service calls, AMCs, referrals and reviews, plus per-spend earning with festive boosters and category multipliers on the retail chain
- **360° member profiles** - purchase and service history on one record instead of two partial views
- **Campaigns** - post-purchase nudges, warranty-expiration triggers and upgrade offers firing from the customer's own timeline
- **Tiers** - tiering on lifetime value combined with an engagement score, so an active owner outranks a one-off big spender
- **Omnichannel data** - the same engine working identically at POS, on e-commerce and over WhatsApp
- **Rewards marketplace** - vouchers, accessories, cashback and product discounts
- **Cashouts** - redemption as bill discounts, vouchers or EMI incentives on the retail chain
- **Communications** - offers, events and service reminders

THE RESULTS

AMC renewals up 28%, upgrades following behind

AMC renewals rose 28% and upgrade-cycle conversions grew 2.1x. Paying points on service interactions and AMCs is what moved both: the renewal stopped being a bill and became a transaction that earns, and the same engagement history is what makes an upgrade offer land at the right moment instead of arriving cold.

41% of all points are now earned outside a purchase, on a service call, an AMC or a review. The 360° identity is the quieter result. With purchase and service on one record, tiering could be built on lifetime value plus an engagement score rather than spend alone, so the customer who maintains three appliances and writes reviews now outranks a one-off big-ticket buyer, which is the correct ranking for a business that lives on upgrade cycles. On the retail side, EMI incentives and category multipliers lifted cross-category sales among price-sensitive buyers who had never engaged with a loyalty program before.

Takeaway: in electronics the money is in the ownership period, not the purchase. Reward the service call and the AMC, and the upgrade takes care of itself.

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