

Partners and sales, in one app, with payout numbers both sides trust

Partners and sales reps earned against the same catalog, but logged it through systems that never reconciled, so no one trusted the payout numbers. Xoxoday Loyalfire moved both onto one points engine, where every payout traces back to a verified sale, giving the brand a program it can scale on trusted numbers instead of disputes.

CAPABILITIES USED



SALES CAPTURE & POINTS ENGINE

Multi-Mode Capture with SKU-Level Earn Logic

Invoice scan, manual entry, or direct CRM API feed into an automated points engine with SKU mapping and explicit earn rules per category.



GAMIFICATION & REDEMPTION

Leaderboards, Tiers & a Multi-Mode Rewards Marketplace

Badges, streaks and milestone-triggered spin or scratch, backed by a redemption marketplace spanning instant UPI, e-vouchers and more.

THE CHALLENGE

Partners and sales teams were running the same program on different rails

Channel partners and sales teams were each working off a fragmented experience with little real-time visibility into their own performance. That gap showed up as slow sales capture, weak product knowledge, and reward tracking that neither side fully trusted.

- Fragmented partner experience across dealers, distributors, retailers and resellers, with low real-time visibility into performance
- Disparate sales capture methods across channels, slowing down invoice validation
- Limited product knowledge among partners and sales teams, with no structured, engaging way to close the gap
- Reward choice and program ROI weren't transparent enough for partners or internal stakeholders
- No consolidated dashboard meant no shared view of accrual, redemption or funnel performance

COMPANY PROFILE

INDUSTRY

Consumer Electronics

PROGRAM

Xoxoday Loyalfire

TARGET USERS

Channel Partners (Dealers, Distributors, Retailers, Resellers) & Sales Teams

USE CASE

Partner & Sales Gamification / Incentive Management

THE SOLUTION

Same engine underneath, different experience on each side

Xoxoday Loyalfire replaced the fragmented setup with one unified app, giving partners and sales teams role-based experiences on top of the same automated capture, points and rewards engine.

Partners and sales teams don't all work the same way, so capture had to meet them where they are while still feeding one consistent backend. Sales log in through invoice scan, manual entry or a direct CRM API feed, and every entry runs through the same SKU-mapped points engine with explicit earn rules per category, so sales get captured, validated and credited in one automated flow instead of sitting in a manual queue.

Getting partners and sales teams to actually use the app meant making participation feel like a game rather than another portal to check. Leaderboards, tiers, badges and streaks turn activity into an ongoing habit, milestones unlock a spin or scratch card, and gamified learning closes product-knowledge gaps in the same flow, so the app teaches, tracks and rewards them instead of asking them to check three different systems.

- Multi-mode capture** - invoice scan, manual entry or a direct API from CRM, so every channel can log sales its own way
- Automated points engine** - SKU mapping and explicit earn logic apply consistent rules across every product category
- Role-based app** - partners and sales teams each get a mobile-first experience matched to what they actually do
- Gamification, built in** - leaderboards, tiers, badges and streaks turn participation into an ongoing habit, not a one-time signup
- Transparent redemption** - a marketplace spanning instant UPI payouts, e-vouchers and more, with real-time dashboards tracking accrual, redemption and funnel KPIs

THE RESULTS

Merging partners and sales changes what the business can actually see

Partner engagement and sales enablement are usually run as separate problems, tracked in separate systems by separate teams. Bringing multi-mode capture, gamification and redemption into one app changes what both partners and internal stakeholders can actually see and act on.

- Payout stops waiting on a manual queue** - invoice scan, manual entry and CRM feeds all validate through the same engine, so sales get credited without sitting in review
- Training is no longer a separate step** - gamified learning closes the product-knowledge gap inside the app partners already use, instead of a program run on the side
- Stakeholders see one number for ROI** - real-time dashboards replace reconciled spreadsheets with a shared view of accrual, redemption and funnel performance
- Retention holds up past the first month** - leaderboards, tiers and streaks give partners and sales teams a reason to keep logging in, turning one-time sign-ups into lasting retention
- Attention goes where performance actually is** - a shared, role-based view lets the brand direct rewards and outreach toward the partners and reps driving real sales, not just the most active ones