

A loyalty card in Apple Wallet

How a dental clinic used Xoxoday Loyalife to turn transactional patient visits into a digitized loyalty ecosystem, with wallet-based digital cards, POS-linked service redemption and proximity-triggered nudges.

37%

Increase in repeat check-up bookings

2.6x

Enrolment rate vs the previous paper card

54%

Of points redeemed against preventive treatment

CAPABILITIES USED



MEMBER MANAGEMENT

Scan To Wallet

QR scan, short registration form, then an instant digital card issued straight to Apple or Google Wallet.



RULE ENGINE

POS Auto-Credit

Points credited automatically through POS integration at ₹100 = 1 point, on a rule engine supporting flat or tiered structures.



REWARDS MARKETPLACE

Points For Treatment

Points redeemable against dental services, validated via POS API with live balance updates at the counter.



COMMUNICATIONS

Proximity Alerts

Location-triggered nudges to book a check-up and earn points, sent as a patient passes the clinic.

THE CHALLENGE

Patients who only came back when something hurt

Patient interactions at the clinic were transactional. Someone arrived with a problem, it was treated, and the relationship ended there, with nothing prompting the preventive visit that both the patient and the practice benefit from.

Acquisition and retention were therefore both manual. There was no loyalty ecosystem to enrol into, no card to carry, and no mechanism converting a completed treatment into a reason to return before the next problem.

A clinic also has a specific practical constraint: whatever is built has to work at the front desk in seconds, and points have to be redeemable against services with a balance the receptionist can trust while the patient is standing there.

- ✔ **Acquire and retain patients** - through a digitized loyalty ecosystem
- ✔ **Issue digital loyalty cards** - for seamless onboarding
- ✔ **Drive repeat visits** - with points-based rewards
- ✔ **Enable service redemption** - through POS-linked integration
- ✔ **Strengthen engagement** - with proximity-triggered notifications

THE SOLUTION

Issue the card at the chair, redeem it at the desk

Enrolment is one scan: a QR leads to a short registration form and an instant digital card issued to Apple or Google Wallet. Nothing to install and nothing to carry, which is what makes it viable at a front desk. Earning is automatic, with points crediting through POS integration at ₹100 = 1 point, on a rule engine that supports flat or tiered structures.

Redemption goes against dental services rather than a merchandise catalog, validated via POS API with live balance updates so the number at the counter is the number in the system. Proximity alerts do the preventive work, nudging a patient passing the clinic to book a check-up. The platform is built from discrete modules covering members with profile, balance and audit logs, a rule engine, POS-linked redemption, notifications and campaigns, and API integration for POS and wallets, with OTP login, API-level encryption and admin access management behind it.

- ✔ **Member management** - QR code scan, then a short registration form, then instant digital card issuance with Apple and Google Wallet enabled
- ✔ **Rule engine** - auto credit of points via POS integration at ₹100 = 1 point, supporting flat or tiered structures
- ✔ **Digital wallet** - a member profile carrying balance and audit logs, issued to the patient's Apple or Google Wallet
- ✔ **Rewards marketplace** - points redeemable on dental services rather than merchandise, validated via POS API with live balance updates
- ✔ **Communications** - proximity alerts nudging a patient passing the clinic to book a check-up and earn points
- ✔ **APIs** - POS and wallet integration, so the counter balance and the system balance are never different
- ✔ **Security, fraud and governance** - OTP login, API-level encryption and user access management for admins

THE RESULTS

The preventive visit, finally prompted

Repeat check-up bookings rose 37%. Proximity alerts are the mechanism, because a nudge as someone passes the clinic reaches them at the only moment when booking is genuinely easy, which no email or SMS schedule can replicate.

Enrolment runs 2.6x the old paper card, and 54% of points are redeemed against preventive treatment. Wallet-issued cards removed the friction that kills clinic loyalty schemes: nothing to install, nothing to lose, and the card sits beside the patient's boarding passes and payment cards. Redeeming points against treatment rather than merchandise keeps the value inside the practice, and POS API validation with live balances means the front desk and the system never disagree while a patient waits.

Takeaway: healthcare loyalty is won at the front desk. Issue the card to a wallet, credit through the POS, and let proximity do the reminding.

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COMPANY PROFILE

INDUSTRY

Healthcare Services: Dental

PROGRAM

Customer Loyalty

REGION

India

USE CASE

Customer Loyalty