

Rewarding what learners achieve, not what they purchase

How an upskilling and creator platform tied loyalty currency to course completion, certification and first paid client, cutting blended acquisition cost 25% by turning learning outcomes into the engine of referral-led growth.

40%

Of new enrolments now referral-sourced

25%

Reduction in blended acquisition cost

3.2x

Higher retention for learners maintaining a streak

CAPABILITIES USED



CUSTOMER LOYALTY

SkillCoins Outcome-Based Currency

A single loyalty currency earned through learning progress rather than spend: course completion, certification, first client won and income milestones, so reward value tracks the outcome the learner actually enrolled for.



ENGAGEMENT

Gamification & Behavioural Nudge Layer

Streaks, milestones, leaderboards and badges layered over personalised nudges triggered by learner behaviour, addressing the drop-off points where upskilling cohorts typically stall.

THE CHALLENGE

Learners were buying courses. They weren't finishing them.

The platform's loyalty mechanics rewarded purchase, the one behaviour that was already happening. Nothing rewarded the behaviours the business actually depended on: finishing the course, earning the certification, landing the first paid client, coming back for the next skill path. Completion rates lagged, repeat enrolment was weak, and the platform's best proof point, learners who had turned skills into income, had no structured way to advocate.

- ✔ **Reward learning outcomes,** - not course transactions
- ✔ **Pull learners through the drop-off points** - with streaks, milestones and timely nudges
- ✔ **Convert successful learners into referrers** - using credible social proof
- ✔ **Retain creators long term** - beyond a single skill path

COMPANY PROFILE

INDUSTRY

EdTech

PROGRAM

Learn-Earn-Grow Rewards

REGION

India

USE-CASE

Customer Loyalty

THE SOLUTION

One currency for learning, earning and community

The platform launched a Learn-Earn-Grow program on Xoxoday Loyalife, built around SkillCoins, a currency earned by progressing, not purchasing. SkillCoins accrue at each point where a learner is most likely to abandon, and at each point where they prove the platform worked.

Engagement follows the same logic: gamification and personalised nudges intervene at the exact points where upskilling cohorts typically stall, while social proof loops turn certification and income milestones into shareable achievements that seed referrals.

Redemption is deliberately weighted toward what advances the learner further: education value and professional tools, keeping value inside the ecosystem rather than leaking out.

- ✔ **Learning progress:** - module completion, streak maintenance, assessment pass
- ✔ **Outcome milestones:** - course completion, certification earned, first client won, income thresholds crossed
- ✔ **Tiered creator journey:** - progression from beginner through to elite mentor, with earn rates and access improving by tier
- ✔ **Gamification & nudges:** - streaks, milestone markers, cohort leaderboards, skill badges, and behaviour-triggered prompts sized to where the learner actually stopped
- ✔ **Social proof loops:** - certification and income milestones surfaced as shareable achievements, seeding referrals
- ✔ **Redemption mix:** - course discounts and advanced skill-path access, and professional tools that raise earning capacity

THE RESULTS

Completion up. CAC down. Creators who stay.

Moving reward value from purchase to outcome changed who the program served. Learners who previously stalled mid-course had a reason to finish; learners who finished had a reason to certify; certified learners with paying clients became the platform's most credible acquisition channel. The tiered creator journey gave the community its own supply of mentors, reducing the cost of community health as the base grew.

Takeaway: an education platform's loyalty currency should be denominated in outcomes. Reward the certificate earned and the first client won, so enrolment, retention and referral stop competing for the same budget.

Figures are modelled projections from the program design and comparable Loyalife deployments, not audited client results.

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