

Five personas, one cable ecosystem

How a leading wire and cable manufacturer used Xoxoday Loyalife to put dealers, distributors, retailers, support staff and electricians on one platform, with outer-pack and inner-pack QR earning them different rewards.

67,000

Electricians and retailers KYC-verified

43%

Increase in monthly active participation

CAPABILITIES USED



MEMBER MANAGEMENT

KYC With RSM Approval

OTP signup, Aadhaar or PAN upload, retailer to electrician mapping and RSM approval before any earning begins.



SCAN-BASED REWARDS

Outer Pack, Inner Pack

Retailers scan the outer pack and electricians the inner pack, so one SKU rewards two personas without double-paying.



CASHOUTS

Cash Or Catalog

UPI and bank transfers with TDS, a catalog of over 2,000 SKUs, experiences and hybrid redemptions.



REPORTS & INSIGHTS

Fraud Alerts And Heatmaps

SKU and region performance, funnel analytics, fraud alerts, TDS reports and heatmaps in one console.

THE CHALLENGE

A value chain engaged five different ways, all manual

The manufacturer operates in a competitive ecosystem with genuinely distinct stakeholders: dealers, distributors, retailers, support boys and electricians, each engaged separately. Incentives were fragmented and manual, so the effort of running them scaled with the number of personas rather than being shared across a platform.

That fragmentation cost more than administration. The last-mile electrician has the most direct influence on which cable gets installed and was the hardest persona to reach, while retailers and distributors had their own schemes that never connected to the same outcome.

There was no compliance spine either. Without geo-fencing, KYC validation and ERP or DMS integration, claims rested on documents and trust, and the manufacturer had no reliable read on channel movement or where leakage was occurring.

- ✔ **Build a multi-stakeholder loyalty ecosystem** - covering every persona, from dealer and retailer to electrician
- ✔ **Digitize incentives** - via QR scans, invoice uploads, referrals and training participation
- ✔ **Enable persona-based engagement** - and redemption choices
- ✔ **Drive compliance** - with geo-fencing, KYC validation and ERP/DMS integrations
- ✔ **Ensure scalability, security and transparency** - with real-time dashboards and analytics

THE SOLUTION

One SKU, two scans, two personas paid

The earning design solves the persona problem physically rather than administratively. Retailers scan the outer pack and electricians scan the inner pack. The same unit of product therefore rewards two stakeholders at two points in its journey, without either claiming the other's credit and without the manufacturer paying twice for one sale. Invoice uploads, referrals, surveys, gamification and event participation fill in the rest.

Onboarding gates all of it: OTP signup, Aadhaar or PAN upload, retailer to electrician mapping and RSM approval. Redemption then splits by persona: cash transfers over UPI or bank with TDS for those who want liquidity, a catalog of over 2,000 SKUs and experiences for those who want goods, and hybrid options. The platform runs on Azure at 99.9% uptime with AES-256 and DPDP Act compliance, and a multilingual helpdesk with chatbot and live agent handles a channel that does not all speak one language.

- ✔ **Member management and KYC** - OTP signup, Aadhaar or PAN upload, retailer to electrician mapping and RSM approval before any earning begins
- ✔ **Scan-based rewards** - QR on the outer pack for retailers and the inner pack for electricians, so one SKU pays two personas once each
- ✔ **Rule engine** - invoice uploads, referrals, surveys, gamification and event participation earning alongside scans
- ✔ **Cashouts** - cash transfers over UPI or bank with TDS for the personas who want liquidity
- ✔ **Rewards marketplace** - a catalog of over 2,000 SKUs, experiences and hybrid redemptions
- ✔ **Campaigns and gamification** - personalized dashboards, gamified campaigns, CMS-driven offers and geo-based point multipliers
- ✔ **Access control and management** - admin and approver consoles for reward configuration, scheme setup, KYC approvals, redemption processing and event scheduling
- ✔ **Infrastructure and white-labelling** - Azure hosting at 99.9% uptime, AES-256 and DPDP Act compliance, and a multilingual helpdesk with chatbot and live agent
- ✔ **Real-time analytics dashboard** - SKU and region performance, funnel analytics, fraud alerts, TDS reports and heatmaps

THE RESULTS

The last mile, finally inside the program

67,000 electricians and retailers are KYC-verified and monthly active participation rose 43%. The split-scan design is the reason the electrician came inside the program at all. Asking a last-mile installer to produce an invoice never worked, whereas scanning the inner pack of a product already in their hands takes seconds.

Geo-fencing, KYC validation and ERP, CRM and DMS integration replaced document-and-trust claim handling, which cut reconciliation effort and made leakage visible where it remained. With all five personas on one platform, channel movement now reads end to end: the manufacturer can see a cable from distributor to the electrician who installed it.

Takeaway: multi-persona loyalty is an engineering problem before it is an incentive one. Pay each persona at the point where its evidence is easiest to produce.

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COMPANY PROFILE

INDUSTRY

Electricals: Wire & Cable

PROGRAM

Channel & Influencer Loyalty

REGION

India

USE CASE

Channel & Influencer Loyalty