

WhatsApp for reach, the app for depth

How an electrical manufacturer used Xoxoday Loyalife to run two parallel channel programs: a low-friction WhatsApp journey reaching 80% of the dealer base, and a feature-rich app for high-value partners.

80%

Dealer base reached via the WhatsApp journey

3

Distribution tiers with visibility restored

CAPABILITIES USED

COMMUNICATIONS

WhatsApp Onboarding

Partners register in chat with GSTIN and business details, upload invoices, and see points in a WhatsApp menu.

INFRASTRUCTURE & WHITE-LABELLING

App And Web Portal

Structured onboarding, territory-rep invoice validation, and a partner dashboard for wallet, campaigns and analytics.

RULE ENGINE

Invoice Value To Points

Points on invoice value, SKU bonuses, fast submission incentives and monthly multipliers.

TIERS

Silver To Platinum

Tier-based recognition with gamification, push notifications and leaderboards on the app journey.

THE CHALLENGE

Three layers deep, and blind below the first

The manufacturer sells through a layered distribution model: company to master franchises to dealers and retailers. Visibility stopped at the first layer. Secondary sales, the movement that actually reaches the market, was not captured, so the company was planning against primary dispatch alone.

Incentives were fragmented across those layers, with no consistent structure and no direct digital line to the partners receiving them. Pushing a focus SKU or running a region-specific promotion meant working through intermediaries who each interpreted it differently.

The partner base was also not uniform. A large dealer with staff and systems and a small retailer working from a phone need different things from a loyalty program, and a single design would have either excluded the second or under-served the first.

COMPANY PROFILE

INDUSTRY

Electricals

PROGRAM

Channel Loyalty

REGION

India

USE CASE

Channel Loyalty

- ✔ **Capture primary and secondary sales data** - via invoice submissions
- ✔ **Reward partners for purchases** - with structured, transparent incentives
- ✔ **Push focus SKUs** - and run region or time-specific promotions
- ✔ **Establish direct digital communication** - with partners
- ✔ **Enable data-driven decisions** - with granular partner insights

THE SOLUTION

Don't choose between reach and depth, run both

The WhatsApp program is built for adoption. A partner registers in chat using GSTIN and business details, uploads invoices into the conversation for OCR parsing and centralized validation, sees points credited in a WhatsApp menu on approval, and redeems for e-gift cards, branded merchandise and appliances. Nothing to install and nothing to learn, which is how it reached over 80% of the dealer base.

The app and web program serves the partners who justify more: structured onboarding and invoice uploads, validation handled by mapped territory representatives, and a partner dashboard covering wallet, campaigns, redemption and analytics, plus tier-based recognition across Gold, Silver and Platinum with gamification, push notifications and leaderboards. Both journeys run on the same mechanics of invoice value to points, SKU bonuses, fast submission incentives and monthly multipliers, so the manufacturer gets one consistent dataset from two very different partner experiences.

- ✔ **Communications** - WhatsApp registration via GSTIN and business details, in-chat invoice upload, and points visible in a WhatsApp menu
- ✔ **Claims management** - invoice uploads OCR-parsed and centrally validated on WhatsApp, and validated by mapped territory representatives on the app
- ✔ **Rule engine** - invoice value to points, SKU bonuses, fast submission incentives and monthly multipliers, shared across both journeys
- ✔ **Tiers** - Silver, Gold and Platinum recognition on the app journey
- ✔ **Gamification** - push notifications and leaderboards alongside tier recognition
- ✔ **Rewards marketplace** - e-gift cards, branded merchandise and appliances on WhatsApp, plus tools, electronics and milestone recognition via Xoxoday Plum
- ✔ **Infrastructure and white-labelling** - a mobile app and web portal with structured onboarding and a partner dashboard for wallet, campaigns, redemption and analytics
- ✔ **Access control and management** - central dashboard for invoice history, campaign setup, redemption management, rep mapping and reporting

THE RESULTS

Secondary sales, visible for the first time

The WhatsApp journey reached over 80% of the dealer base, which is the figure the whole design turns on. A program that demands an app install self-selects for the partners who already had systems, precisely the layer the manufacturer could already see. Meeting the rest where they already work is what surfaced secondary sales.

With both journeys feeding one points engine, invoice submissions now populate a single dataset spanning all three distribution layers. Focus SKU pushes and region or time-specific promotions run directly to partners rather than through intermediaries, territory representatives handle validation and drive adoption in the field, and segmentation and retention dashboards guide where the next campaign goes.

Takeaway: reach and depth are not a trade-off. Run the low-friction journey to see the whole channel, and the rich one where the partner earns it.

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