

Invoice and box, matched before you spin

How an electrical manufacturer used Xoxoday Loyalife to run a gamified retail promotion where OCR invoice validation and product-QR registration must agree before a customer earns a spin.

94%

Invoice-to-product QR match rate

58,000

Products registered and authenticated

CAPABILITIES USED



CLAIMS MANAGEMENT

OCR Plus Product QR

OCR reads retailer, date, product and amount from the invoice, and the product-box QR confirms SKU, serial and manufacture date.



SECURITY & GOVERNANCE

Counterfeit Check

Product registration runs an authenticity check and matches it against the uploaded invoice before any reward.



GAMIFICATION

One Spin Per SKU

One spin-the-wheel per SKU registered, capped at three spins per mobile number.



REWARDS MARKETPLACE

Instant E-Voucher

Vouchers for Amazon, Flipkart, food delivery and brand accessories, delivered instantly by email with optional SMS.

THE CHALLENGE

A promotion that could not tell a real purchase from a claim

The manufacturer wanted to drive consumer engagement and repeat sales at retail outlets through a gamified promotional scheme. The difficulty with any consumer promotion on electrical goods is that the reward has to be gated on a genuine purchase, and a photograph of an invoice is not by itself proof of one.

Counterfeit product made the problem sharper. A promotion that pays out on invoice alone will happily reward someone who bought a fake, which subsidises the counterfeit market with the brand's own budget.

The manufacturer also had no consumer data to work from. Sales passed through retail outlets and nothing came back: no verified names, no product-level registration, and no campaign insight while a promotion was still running.

- ✔ **Build customer excitement and engagement** - through gamification
- ✔ **Capture verified consumer and product data** - reducing counterfeit risks
- ✔ **Drive higher sales and repeat visits** - at retail outlets
- ✔ **Deliver instant gratification** - with e-voucher rewards
- ✔ **Provide real-time campaign insights** - to the brand

THE SOLUTION

Two proofs, cross-checked, then the reward

The journey requires two independent pieces of evidence to agree. A customer scans the QR at the retail outlet, lands on mobile web or app, and signs up with OTP verification and a profile capture of name, mobile, email, date of birth and city. They then upload the invoice, where OCR validates retailer, purchase date, product details and amount, and separately scan the product-box QR, which carries SKU, serial number and manufacture date.

The reward only unlocks when the product registration passes its authenticity check and matches the uploaded invoice. That cross-check is what makes the promotion safe to run: it rejects both the invented invoice and the genuine invoice attached to counterfeit goods. Once cleared, the customer earns one spin-the-wheel per SKU registered, capped at three spins per mobile number, with instant e-voucher fulfilment by email and optional SMS.

- ✔ **Scan-based rewards** - customers scan the QR at the retail outlet and land on mobile web or app
- ✔ **Member management** - OTP verification plus profile capture of name, mobile, email, date of birth and city
- ✔ **Claims management** - invoice upload with OCR validating retailer, purchase date, product details and amount
- ✔ **Security, fraud and governance** - product-box QR scan for SKU, serial number and manufacture date, with an authenticity check and invoice match before any reward
- ✔ **Rule engine** - one spin per SKU registered, capped at three spins per mobile number
- ✔ **Gamification** - spin-the-wheel with vouchers for Amazon, Flipkart, food delivery and brand accessories
- ✔ **Rewards marketplace** - instant e-voucher fulfilment by email with optional SMS
- ✔ **Real-time analytics dashboard** - sign-ups, invoice validation, product registration, reward redemption and campaign analytics

THE RESULTS

58,000 products authenticated, and a consumer list

58,000 products have been registered and authenticated, at a 94% invoice-to-product-QR match rate. The 6% that fail are the point of the design: those are the cases a single-proof promotion would have paid out on, and they include both fabricated invoices and real invoices presented against product the brand did not make.

The spin cap at three per mobile number kept the campaign's cost predictable while the SKU-per-spin rule kept it tied to actual volume. What outlasts the promotion is the data: verified consumer profiles with product-level registration, giving the manufacturer a first-party list where it previously had only sell-through, and real-time dashboards to steer a campaign while it is still live.

Takeaway: one proof of purchase can be forged and one can be genuine but attached to a counterfeit. Requiring two that must agree is what makes a consumer promotion safe to run.

COMPANY PROFILE

INDUSTRY

Electricals

PROGRAM

Customer Loyalty

REGION

India

USE CASE

Customer Loyalty

94%

Invoice-to-product QR match rate

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