A CONSUMER-ELECTRICALS MANUFACTURER · SALES PROMOTION | CONSUMER LOYALTY

Every reward backed by an invoice with scratch-and-win assured gifts

How a consumer-electricals manufacturer used Xoxoday Loyalife to run a nationwide scratch-card promotion in which every card carried a reward, and every reward was released only after invoice validation and the manufacturer's own approval.

62%	4%	92%
Of scratch cards turned into a customer claim	Duplicate or invalid invoices blocked	Of rewards delivered within 48 hours

CAPABILITIES USED

MEMBER ENGAGEMENT
Scratch & Win Codes
20,000 unique, non-sequential codes, each bound to one reward before print, with an open serial number and the reward and QR code under the scratch layer.

MEMBER MANAGEMENT
Mobile-First Claim Journey
Customers scan the QR, enter their details and product, upload an invoice photo and get a reference number, with OTP login to track claim status.

SECURITY & GOVERNANCE
Invoice Validation & Approvals
Automated pre-checks, duplicate-invoice detection by invoice details and image similarity, a manufacturer approval console, two-step approval above a set value and a named audit trail.

REPORTS & ANALYTICS
Reconciliation & Dashboards
Dashboards by branch, state and retailer, and weekly reconciliation of cards dispatched, claims approved and rewards issued.

THE CHALLENGE

An assured reward on every card, without paying for every lost one

The manufacturer planned a sales promotion in which 20,000 physical scratch cards would travel from its branch offices to dealers and retailers, and on to customers who bought an eligible product. Every card carried a reward.

Instant redemption without proof of purchase would have let any lost or mis-issued card cost the full reward value, and validation by the retailer or a vendor alone gave no independent check. The manufacturer wanted every reward released only against a validated invoice and its own approval.

- Drive sell-out of eligible products at participating retailers
- Keep reward spend tied to genuine purchases
- Generate enquiries and customer data from every claim
- Give customers a fast, clear experience with visible claim status
- Give the manufacturer reporting, reconciliation and a full audit trail

COMPANY PROFILE

INDUSTRY
Consumer Electricals

PROGRAM
Scratch & Win Sales Promotion

CHANNEL
Branches, dealers and retailers

USE CASE
Consumer Loyalty

THE SOLUTION

A scratch card on the shelf, and a validated claim behind every reward

The manufacturer ran the promotion on Xoxoday, from card production and dispatch to the customer claim journey, invoice validation, approval and reward delivery. A pilot with a few branches came before full dispatch.

- **Cards** - 20,000 unique, non-sequential codes, each bound to one reward before print, ranging from small cashback and food vouchers to gift cards and one high-value smartphone
- **Customer journey** - scan the QR, land on a mobile-first page, enter name, address, PIN code and product, upload an invoice photo and receive a reference number; returning customers log in with mobile number and OTP
- **Automated pre-checks** - code validity, one claim per code, file quality, duplicate-invoice detection by invoice details and image similarity, and optional OCR pre-fill
- **Manufacturer approval** - reviewers approve, reject with a reason code or request resubmission, with a second approver above a set reward value and every action logged to a named user
- **Reward release** - approval credits points that convert to the card's assigned reward; digital rewards arrive as a unique voucher link on the page, by SMS and by email, and physical rewards ship with tracking after address confirmation
- **Production and dispatch** - creative, card printing and sealed serial-range bundles sent to branches, with codes activated only when each branch acknowledged receipt
- **Support and controls** - helpline, WhatsApp, missed-call and email support, claim caps per mobile number and address, and an exclusion list for channel partners and employees

THE RESULTS

Reward spend tied to genuine purchases, with every decision on record

62% of scratch cards turned into a customer claim, and every claim captured customer and purchase data, giving the manufacturer enquiries it did not have before. Each reward was released against a validated invoice and an independent, auditable decision by the manufacturer to approve, reject or request resubmission, and 4% of claims were blocked as duplicate or invalid invoices, so lost or mis-issued cards did not turn into reward cost.

Validation did not slow customers down. 92% of rewards were delivered within 48 hours, while weekly reconciliation matched cards dispatched, claims approved and rewards issued, with dashboards by branch, state and retailer showing where the promotion was working.

62%	4%	92%
Of scratch cards turned into a customer claim	Duplicate or invalid invoices blocked	Of rewards delivered within 48 hours