A DIESEL-ENGINE MANUFACTURER · ENGINE MANUFACTURING | CHANNEL LOYALTY

Automatic rewards for 3,000 engineers, straight from the CRM

How a diesel-engine manufacturer used Xoxoday Loyalife to run a loyalty programme for about 3,000 service engineers and an ordering system for about 400 distributors and retail partners, on one platform with one transparent ledger.

CAPABILITIES USED

MEMBER MANAGEMENT
CRM Pre-registration
Engineers are created from the CRM master and kept current by a regular feed, log in with an employee ID or mobile number and OTP, and anyone not in the CRM cannot enter.

MEMBER ENGAGEMENT
Event-Based Rule Engine
Points earned from system events: paid maintenance contract sales by variant, tenure, horsepower and type, and service revenue above a dealer-wise benchmark.

LOYALTY REWARDS
Bank Transfer & Marketplace
Redemption by bank transfer or a rewards marketplace order, with thresholds, an approval step for large redemptions and PAN and bank verified first.

CHANNEL ORDERING
Distributor Order Management
Distributors order spares and oils from an ERP-fed catalogue by single sign-on, and the manufacturer approves, rejects or reprices every order.

THE CHALLENGE

Two channels to serve, and no ledger to build

The manufacturer wanted two connected programmes on one platform: loyalty for about 3,000 service engineers across roughly 45 dealers, and ordering for about 400 distributors and retail channel partners buying spares and oils.

Its CRM had to stay the record of who the engineers are and what they sold or serviced, and it lacked the engineering bandwidth to build a points ledger itself. Earning had to come from system events, not claims, with no self-registration.

- Bring every service engineer onto one app, pre-registered from the CRM
- Grow maintenance contract sales by paying automatically once the sale is paid
- Lift service revenue above a dealer-wise benchmark
- Pay rewards compliantly and cheaply, with approval for large redemptions
- Simplify distributor ordering from the manufacturer's catalogue
- Keep one transparent ledger with a reason on every line

COMPANY PROFILE

INDUSTRY
Engine Manufacturing

PROGRAM
Service Engineer Loyalty & Distributor Ordering

CHANNEL
Dealers, distributors and retail partners

USE CASE
Channel Loyalty

THE SOLUTION

One platform for engineer rewards and distributor orders

The manufacturer launched both programmes on Xoxoday. The CRM and ERP stay the systems of record, while Xoxoday runs the points ledger, rewards, marketplace and ordering storefront.

- **Pre-registration and OTP login** - engineers are created from the CRM master and kept current by a regular feed; they log in with an employee ID or mobile number and an OTP, and anyone not in the CRM cannot enter
- **Verification** - PAN and bank details can be completed at onboarding or later, but both must be verified before the first redemption
- **Maintenance contract scheme** - points on a contract sale once payment is confirmed, from a table by variant, tenure, horsepower band and new versus renewal, with points reversed by a ledger entry if the contract is cancelled within an agreed window
- **Revenue-above-benchmark scheme** - 2% of an engineer's monthly service revenue above a dealer-wise benchmark, converted to points, with a monthly cap and a fixed benchmark window
- **Redemption** - bank transfer or a rewards marketplace order, with thresholds and an approval step for large redemptions
- **Distributor ordering** - distributors log in with an OTP, enter a marketplace storefront by single sign-on, browse an ERP-fed catalogue and place orders with no payment taken; minimum order quantities are separate listings with volume discounts built in
- **Order approval** - orders reach the manufacturer as Pending Approval; it approves, rejects or revises the price in its own middleware, and the distributor sees both the ordered and the approved amount

A later phase is planned to add telecallers, attendance-based metrics, a leaderboard, learning videos and more regional languages.

THE RESULTS

Automatic payouts, one ledger, and ordering under control

Engineers are now paid automatically from system events, with no claims to handle. Only CRM-registered engineers can enter, and payouts stay blocked until PAN and bank details are verified. Every point sits in a single, audit-ready ledger with a reason on every line, and reconciliation breaks are tracked monthly.

Distributors order and track spares and oils in one app, while the manufacturer keeps control of approval and pricing.