

Every channel, one customer profile, one loyalty engine

This footwear and retail brand is building a unified customer loyalty program across stores, website, app and marketplaces on Xoxoday Loyalife, replacing disconnected enrollment, tracking and engagement flows with one consent-driven system.

CAPABILITIES USED



ENROLLMENT & IDENTITY

POS-Driven Consent & Profile Score

Mobile-number enrollment at POS with SMS consent, visit-based behavioral tracking, and a configurable Profile Score for customer value.



GROWTH & COMMUNICATION

Referral Engine & CDP Sync

Hybrid QR, link and code referrals with fraud controls, two-way synced into the brand's CRM/CDP for segmentation and campaign orchestration.

THE CHALLENGE

Engagement data trapped across disconnected touchpoints

Customers move between stores, website, app and marketplaces, but the brand has never had one system tracking enrollment, visits or engagement across all of them. That gap shows up in three places at once: at the counter, in the data, and in how repeat customers get rewarded.

- Store staff have no consistent way to capture consent-based enrollment or verify a member's tier, points or history at POS
- Visit and spend behavior across channels isn't unified, so the brand can't tell a high-value customer from a one-time shopper
- Referrals and repeat engagement rely on manual effort, with no automated, fraud-checked way to reward advocacy at scale

COMPANY PROFILE

INDUSTRY

Footwear & Retail

PROGRAM

Xoxoday Loyalife

REGION

India, Singapore, Malaysia, Thailand, Indonesia, Bangladesh, Pakistan

USE CASE

Customer Loyalty & Retention

THE SOLUTION

One loyalty engine across every channel the brand sells through

The brand is building this on Xoxoday Loyalife around two capabilities: enrollment that starts at the till, and a referral and messaging layer that keeps members engaged after they leave the store.

Enrollment runs through a consent-based flow at POS: a mobile number captured at checkout, an SMS consent sent, and loyalty activated only once the customer approves it, while the sale itself goes through regardless. From there, visits are computed from mobile number, store ID and transaction date, and rolled into a configurable Profile Score across frequency, spend, recency, category diversity and referrals.

Referrals run on a hybrid model: unique links and codes redeemable via in-store QR or at POS, with self-referral blocking and duplicate checks. Every profile syncs two-way into the brand's CDP, so segmentation and campaigns run on the same data instead of a separate export.

- Consent-first enrollment** - loyalty activates only after SMS approval, so the program never captures a number without permission
- Visit-based Profile Score** - frequency, spend, recency, category diversity and referrals roll into one configurable index for VIP tagging and assisted upsell
- Fraud-checked referrals** - self-referral blocking and duplicate validation run automatically on every hybrid QR, link or code referral
- Two-way CDP sync** - member profile, segmentation attributes and campaign responses flow both directions, with the brand retaining full data ownership
- India-compliant messaging** - WhatsApp, SMS, in-app nudges and email journeys run natively within India-specific regulatory requirements

THE RESULTS

What one engine changes for the brand

None of this is really an enrollment problem, it's a visibility problem. Store visits, app sessions and marketplace orders already happen; they just don't add up to anything today. Once POS, app and CDP data run through one engine, that changes in four concrete ways.

- Consent captured without slowing checkout** - SMS consent runs alongside the sale, not instead of it, so enrollment adds a step without adding friction at the till
- High-value customers become visible** - the brand can separate a repeat customer from a one-time shopper by Profile Score, instead of guessing from memory or store-level anecdotes
- Referral fraud is caught before payout** - self-referral blocking and duplicate checks run automatically, replacing manual review of every claimed referral
- Campaigns run on live data, not an export** - segmentation and campaign responses sync two-way into the CDP, so marketing acts on the same profile that support and store teams see
- Retention effort gets targeted, not blanket** - VIP tagging from the Profile Score lets teams focus retention and assisted upsell on customers actually worth retaining, instead of running the same offer past everyone
- Referrals become a tracked growth channel** - every fraud-checked referral brings in a new customer the brand can attribute to advocacy, instead of losing that signal inside overall footfall or marketing spend