

The specification, finally on the record

How a furniture brand used Xoxoday Loyalife to recognise architects for project specifications, with dual submission, BD validation and round-the-year campaigns, putting 2,400 architects on the record.

2,400

Architects enrolled on Design Rewards

71%

Of specifications submitted by the architect directly

3.2x

Growth in tagged project pipeline

CAPABILITIES USED



CLAIMS MANAGEMENT

Dual Submission

Architects submit project specifications via app or web, and the BD team can upload on behalf of a tagged architect.



ACCESS CONTROL & MANAGEMENT

BD Approval Workflow

Every submission is reviewed and approved or rejected by the brand's BD team before points are awarded.



CAMPAIGNS

Round-The-Year Campaigns

Festive multipliers, leaderboards, referral bonuses and training modules keep architects present between projects.



APIS

Architect Dashboards

Data flow via APIs, SFTP or manual upload, with dashboards for points, projects and redemptions on a role-based backend.

THE CHALLENGE

Pivotal to the sale, invisible to the brand

Architects play a pivotal role in specifying furniture solutions for projects. Their effort in driving the brand's adoption was not formally recognised or rewarded, which meant it was also not recorded. The brand's most influential audience was working on its behalf off the books.

There was no structured system to track specifications. A project might be won on an architect's recommendation and nobody would be able to say so afterwards, which made the contribution impossible to reward fairly or to plan around.

Validation was the second gap. Even where an architect-driven opportunity was known, there was no defined route for the BD team to confirm it, so any reward would have rested on assertion rather than a reviewed record.

- ✔ **Recognize and reward architects** - for project specifications
- ✔ **Drive higher product adoption** - across categories
- ✔ **Provide a seamless digital experience** - via app and web platform
- ✔ **Keep architects engaged year-round** - through campaigns and learning initiatives

THE SOLUTION

Two ways in, one validation gate

Participation works from either end. An architect submits project specifications through the app or web, and the BD team can upload a project on behalf of a tagged architect, which matters because the architect closest to a specification is not always the one most likely to file paperwork. Either route lands in the same queue.

That queue is the control. All submissions are reviewed and approved or rejected by the BD team before points are awarded on business logic across product categories, redeemable via the Xoxoday Marketplace for gift cards, merchandise, travel and experiences. Round-the-year campaigns of festive multipliers, leaderboards, referral bonuses and training modules carry the relationship through the gaps between projects, communicated over app, web and push.

- ✔ **Claims management** - architects self-upload specifications via app or web, and the BD team can upload on behalf of a tagged architect
- ✔ **Access control and management** - every submission reviewed and approved or rejected by the brand's BD team before points are awarded
- ✔ **Rule engine** - points awarded on business logic across product categories
- ✔ **Rewards marketplace** - gift cards, merchandise, travel and experiences via the Xoxoday Marketplace
- ✔ **Campaigns and gamification** - festive multipliers, leaderboards, referral bonuses and training modules carrying the gaps between projects
- ✔ **Communications** - app, web and push notifications
- ✔ **APIs** - data flow via API, SFTP or manual upload, on a secure role-based backend with architect dashboards

THE RESULTS

A pipeline the brand can finally see

2,400 architects are enrolled, and 71% of specifications now arrive from the architect directly rather than through a BD upload. The dual route is why that number is high rather than a problem: the BD path carried the program while architects were still learning it, and self-submission took over once the value was visible.

Tagged project pipeline grew 3.2x. The BD validation gate is what makes that figure usable: a tagged project has been reviewed by someone accountable, so it can be planned against rather than merely counted. Beyond the numbers, the brand has a structured channel into a professional community it previously reached only through individual relationships.

Takeaway: recognising an architect is not a rewards problem first. It is a recording problem, and the record only holds if someone with authority validates it.

COMPANY PROFILE

INDUSTRY

Furniture

PROGRAM

Influencer Loyalty

REGION

India

USE CASE

Influencer Loyalty

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