A FURNITURE BRAND · FURNITURE | CHANNEL LOYALTY

From one annual payout, to seven ways to earn

How a furniture brand used Xoxoday Loyalife to replace an annual, turnover-based, offline dealer scheme with a real-time multi-stream program, lifting dealer retention 14% in year one.

14%	7%	19 days
Increase in dealer retention in year one	Uplift in premium SKU sales	Faster cash collection via early payment rewards

CAPABILITIES USED

POINTS
Multi-Stream Points
Earning on sales, premium SKUs, product mix, training, referrals, early payments and campaign participation.

APIS
ERP-Linked Crediting
Automated crediting through ERP and UPI integration, with instant payouts rather than an annual settlement.

GAMIFICATION
Streaks And Mystery Rewards
Leaderboards, festive double points, streak bonuses, mystery rewards and special challenges keep the program live.

REPORTS & INSIGHTS
Churn Prediction
Segmentation, churn prediction and ROI measurement dashboards replace an annual look back at turnover.

THE CHALLENGE

A once-a-year reward, in a market of many brands

The dealer network was the brand's key growth engine, and the rewards program did not reflect that. It was annual, turnover-based and offline: a dealer's effort in March was acknowledged the following year, in a payout calculated from a single number.

That shape offers almost no engagement. It rewards size rather than behaviour, so a dealer shifting product mix, adopting a premium line, attending training or paying early gained nothing over one who simply kept billing. Recognition was similarly limited: there was no way to be visibly good at being a dealer.

In a market with many competing brands, dealer stickiness and advocacy are critical, and an annual cheque buys neither. The brand also had no data to work with: segmentation, churn prediction and ROI measurement all require a signal more frequent than once a year.

- **Drive incremental sales** - via targeted campaigns and upselling
- **Encourage product mix adoption and early payments**
- **Build dealer loyalty** - with gamification, recognition and flexible rewards
- **Digitise engagement** - through real-time tracking, an app-based experience and instant gratification
- **Generate actionable insights** - for segmentation, churn prediction and ROI measurement

COMPANY PROFILE

INDUSTRY
Furniture

PROGRAM
Channel Loyalty

REGION
India

USE CASE
Channel Loyalty

THE SOLUTION

Reward the behaviour, not the annual total

Earning was broken into seven streams: sales, premium SKUs, product mix, training, referrals, early payments and campaign participation. Each one is a lever the brand actually wants pulled, and paying for them separately is what turns a turnover scheme into a behavioural one. Early payment rewards, in particular, put the loyalty program to work on cash collection.

Delivery changed just as much as structure. Onboarding runs on KYC with welcome points, crediting is automated through ERP integration, and redemption happens in-app with instant UPI payouts rather than an annual settlement. A tier structure of Silver, Gold at a 10% multiplier and Platinum with exclusive privileges makes standing visible, while leaderboards, festive double points, streak bonuses, mystery rewards and special challenges keep the program present between purchases.

- **Points and rule engine** - seven earning streams across sales, premium SKUs, product mix, training, referrals, early payments and campaign participation
- **Tiers** - Silver, Gold at a 10% multiplier, and Platinum with exclusive privileges
- **Gamification** - leaderboards, festive double points, streak bonuses, mystery rewards and special challenges
- **360° member profiles** - KYC onboarding with welcome points and monthly recognition
- **Cashouts** - instant in-app UPI payouts instead of an annual settlement
- **Rewards marketplace** - lifestyle catalogue, factory visits, networking events and annual grand prizes
- **APIs and communications** - ERP and UPI integration with WhatsApp communications
- **AI-powered analytics** - segmentation, churn prediction and ROI measurement dashboards

THE RESULTS

Retention up 14%, and cash arriving sooner

Dealer retention rose 14% in year one and premium SKU sales lifted 7% through campaign incentives. Frequency is the reason both moved: a dealer who is credited on the transaction, sees a leaderboard move and can redeem the same week is in a relationship with the brand, not waiting on an annual reconciliation.

The early payment stream produced the least expected result: cash collection came in 19 days faster on average, because a commercial behaviour the finance team wanted was simply added to the same points engine as everything else. Underneath, real-time data made segmentation, churn prediction and ROI measurement possible for the first time, so campaigns now target dealers by lifecycle stage.

Takeaway: an annual, turnover-based scheme is a cost. The same budget paid out weekly against seven behaviours becomes a growth instrument, and one of those behaviours can be paying you on time.

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