

Five hundred points, five euros at the till

How a grocery retailer used Xoxoday Loyalife with Looper to unify retail and e-commerce loyalty, converting points into POS-redeemable vouchers at a rate every shopper could work out in their head.

31%

Increase in repeat purchase frequency

2.4x

Growth in shoppers active on both channels

78%

Of point vouchers redeemed in store

CAPABILITIES USED



RULE ENGINE

One Rate, Every Channel

1 point per €10 spent, plus signup bonus, referrals, feedback, festival participation and birthday rewards.



REWARDS MARKETPLACE

Looper Store Vouchers

Points convert to digital codes redeemable at POS, with catalog and auto-adjusted invoice discounts alongside.



TIERS

Silver To Platinum

Tier-based recognition with campaign bonuses, delivered bilingually in Albanian and English.



SECURITY & GOVERNANCE

GDPR By Default

GDPR-compliant with encrypted PII, fraud flagging and full audit logs across the retail and e-commerce estate.

THE CHALLENGE

Two channels, two customers, one shopper

The retailer ran a store estate and an e-commerce operation as separate businesses with separate customer records. The same household shopping both was two customers to the company, so neither channel could see what the other contributed.

There was no structured mechanism to drive repeat purchases or referrals, and nothing connecting either channel back to CRM. Loyalty management was manual, which meant it could not be automated against ERP or POS, and reporting was assembled rather than read.

Any scheme also had to be legible in a grocery basket. Shoppers making frequent, modest purchases will not engage with a scheme whose value they cannot calculate at the shelf, and the retailer needed the answer to be obvious in two languages.

- ✔ **Build a unified loyalty ecosystem** - across retail, e-commerce and CRM
- ✔ **Drive repeat purchases and referrals** - through structured earning rules
- ✔ **Provide store-level redemption** - via Looper-powered vouchers
- ✔ **Automate loyalty management** - with ERP and POS integration
- ✔ **Deliver actionable insights** - with tiering, analytics and reporting

THE SOLUTION

Make the maths obvious, then automate the rest

Earning is one rate everywhere: 1 point per €10 spent, whether in store or online, with a signup bonus and additional earning on referrals, feedback, festival participation and birthdays. Redemption converts at 500 points to €5. Both numbers are round on purpose, because a shopper can work out what a basket is worth without opening an app, which is what gets a grocery scheme used rather than merely joined.

Behind that simplicity, Looper generates digital voucher codes redeemable at POS, with a Plum catalog and auto-adjusted invoice discounts as further routes. ERP and POS integration keeps earning and redemption in real-time sync, so a balance is never stale at the till. Tier recognition runs Silver, Gold and Platinum, the whole experience is bilingual in Albanian and English, and the platform is GDPR-compliant with encrypted PII, fraud flagging and full audit logs.

- ✔ **Points** - one earning rate across store and e-commerce, converting at 500 points to €5
- ✔ **Rule engine** - 1 point per €10 spent, plus signup bonus, referrals, feedback, festival participation and birthday rewards
- ✔ **Rewards marketplace** - Looper store vouchers redeemable at POS, a Plum catalog of products and digital rewards, and auto-adjusted invoice discounts
- ✔ **Tiers** - Silver, Gold and Platinum recognition with campaign-based bonuses
- ✔ **APIs** - ERP and POS integration keeping earning and redemption in real-time sync, so a balance is never stale at the till
- ✔ **Infrastructure and white-labelling** - a mobile app on Android and iOS, a microsite, a QR-enabled wallet and automated voucher issuance
- ✔ **Communications** - a multilingual experience delivered in Albanian and English
- ✔ **Security, fraud and governance** - GDPR-compliant with encrypted PII, fraud flagging and full audit logs
- ✔ **Real-time analytics dashboard** - earning versus redemption, engagement funnels, partner and vendor performance, voucher utilization and fraud monitoring

THE RESULTS

One shopper, both channels, 31% more often

Repeat purchase frequency rose 31%. The Looper voucher is doing most of that work: converting points into a code that spends at the till closes the loop inside the store, so redeeming a reward is itself a shopping trip rather than a delivery from a catalog.

78% of point vouchers are redeemed in store and shoppers active on both channels grew 2.4x. Unifying retail, e-commerce and CRM on one record means the household shopping both channels is finally one customer, and real-time ERP and POS sync means the balance shown at the till is the balance the system holds. That removed the most common failure in grocery loyalty: a shopper being told at the counter that their points are not what the app said.

Takeaway: grocery loyalty lives or dies on arithmetic a shopper can do at the shelf. Round numbers, and a voucher that spends where they already are.

COMPANY PROFILE

INDUSTRY
Grocery Retail

PROGRAM
Customer Loyalty

REGION
Albania

USE CASE
Customer Loyalty

31%

Increase in repeat purchase frequency

2.4x

Growth in shoppers active on both channels

78%

Of point vouchers redeemed in store