

Dealer engagement and channel loyalty, powered through one configurable platform

Jaguar Land Rover (JLR) wanted to strengthen dealer engagement by making its channel reward programs more transparent, scalable, and easier to manage across its retail network. Xoxoday replaced a legacy, spreadsheet-driven operating model with one configurable dealer engagement platform that automates qualification, reward governance, payouts, and participant visibility across multiple schemes at once.

COMPANY PROFILE

INDUSTRY

Automotive Retail

PLATFORM

Xoxoday

REGION

India (pan-India dealer network)

USE CASE

Dealer engagement and channel loyalty automation

**Rs.
4.05
Cr+**

Rewards
automated
across Q3 and
Q4

30

Retail
locations
managed
through one
platform

5

Reward
schemes run
from a single
platform

0

Manual payout
confirmations
required

CAPABILITIES USED



PLATFORM CONFIGURATION

Configuration, not custom development

Configurable rules, multi-scheme support, and campaign flexibility let business teams define qualification logic, reward structures, and new schemes directly, without rebuilding workflows every quarter. New dealer groups, campaigns, reward structures, and audiences can all be introduced through configuration rather than custom development.



PARTICIPANT EXPERIENCE

A shared, real-time view for both sides

Dealer staff access their reward status in real time through self-service dashboards. JLR and its dealer network operated from one platform, with live visibility into performance, reward status, and campaign outcomes on both sides, replacing weeks of waiting on confirmation with a shared, real-time view of the program.



OPERATIONS

Governance built into every payout

Built-in governance validates every reward against source data before disbursement, and qualified rewards process automatically, removing manual dealer payout confirmation and the administrative load that came with it.

THE CHALLENGE

A working program outgrowing its manual operating model

For Jaguar Land Rover, dealer engagement programs help align dealer behavior with quarterly business priorities, from premium variant adoption to finance attachment and after-sales growth. They also keep dealer participation strong across strategic campaigns and retail incentives throughout the year. As these programs grow, running multiple schemes through manual, siloed administration becomes harder to sustain, reducing transparency for dealers while adding operational load for the brand. That was the position JLR was in.

JLR's dealer engagement programs had grown into several independently managed reward schemes over time. The programs worked, dealers stayed motivated, but the operating model behind them relied on manual administration and offline communication, and that model was starting to show its limits.

- 🕒 **Limited transparency** - dealer sales consultants had no way to check their own reward status, so most questions required direct intervention from JLR, which reduced confidence in the program.
- 🗑️ **Fragmented program management** - vehicle sales, model bonuses, finance, used car, and service-linked rewards were each administered independently, making every quarterly cycle labor-intensive to run.
- 🕒 **Delayed reward processing** - manual qualification and reconciliation delayed payouts, reducing the immediacy and motivational value of the program.
- 📈 **Difficult to scale** - every new campaign, rule change, or additional dealer location added administrative work that made it harder to expand the program without rebuilding it.

THE SOLUTION

A configurable dealer engagement platform

Rather than digitizing manual processes, Xoxoday built a configurable platform that runs multiple dealer engagement programs from one system, organized around three capabilities: platform configuration, participant experience, and operations.

THE RESULTS

Two quarters, one automated cycle

Across Q3 and Q4, Xoxoday automated more than Rs. 4.05 crore in dealer rewards across 30 retail locations and 19 dealer groups - Rs. 1.55 Cr+ in Q3 and Rs. 2.5 Cr+ in Q4, with 514 sales staff receiving automated payouts in Q4. The same platform configuration carried straight from one quarter into the next without a rebuild, and dealers gained self-service visibility into their reward progress for the first time, replacing fragmented quarterly administration with a single, governed reward process.

Dealer engagement programs are often considered too complex to standardize across large retail networks. This one now runs as

configuration rather than manual administration, giving JLR a scalable foundation for future dealer, customer, and after-sales engagement initiatives.

Rs. 4.05 Cr+ Rewards automated across Q3 and Q4	30 Retail locations managed through one platform	5 Reward schemes run from a single platform	0 Manual payout confirmations required
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