

Five thousand mechanics, and not one app install

How a tyre brand built a barcode-verified loyalty program for mechanics and fitters entirely inside WhatsApp, reaching a workforce that would never have downloaded anything.

5,000+

Mechanics reached across the program

92%

Enrolments completed without leaving WhatsApp

31%

Lift in verified brand tyre purchases

CAPABILITIES USED



CLAIMS MANAGEMENT

WhatsApp Bot With KYC & Barcode Validation

Enrolment, ID and garage verification, barcode or receipt submission, approval notifications and redemption all run as WhatsApp conversations, with an OCR engine and duplicate detection validating every claimed purchase.



OMNICHANNEL DATA

Store Locator & Product Discovery In-Chat

Pin-code retailer search returning the three to five nearest stockists, plus guided tyre recommendation by vehicle type and model with a direct call or message to the retailer, turning the loyalty channel into a demand channel.

THE CHALLENGE

The most influential audience was the least reachable

Mechanics and fitters decide which tyre goes onto the vehicle, and the brand had no structured relationship with any of them. Every previous attempt assumed an app: a download, a login, a data plan and a smartphone with room on it. For a workforce operating out of roadside garages, in multiple languages, often on shared or entry-level handsets, that assumption ended the program before it started. Purchase claims, when they happened at all, arrived as photographs on a sales rep's personal phone with no way to verify them.

- ✔ **Reach mechanics where they already are** - with no app and no new login
- ✔ **Verify purchases properly** - rather than accept a photograph on trust
- ✔ **Operate in multiple languages** - across regional markets
- ✔ **Scale from a pilot to 5,000+ participants** - without re-platforming

THE SOLUTION

The whole program, inside a chat thread

The brand built a WhatsApp-native loyalty ecosystem on Xoxoday, with onboarding, verification, discovery and payout all handled inside the thread and no app anywhere in the journey. Compliance-grade onboarding usually means a portal, and here it meant a conversation: ID proof and garage details submitted in-chat, backend approval and status notifications returned the same way, and English, Hindi and Tamil at launch so language never becomes the barrier the app already was. Rollout ran 1,000 mechanics in phase one, scaling to 5,000 and beyond on the same platform.

A rewards program for grassroots purchases collapses without proof of sale, so this one verifies before it credits. A mechanic photographs the pack barcode or invoice inside the chat, an OCR engine extracts and de-duplicates it against prior submissions, and approval or rejection returns via WhatsApp, with admin dashboards carrying the KYC queue, barcode entries, transaction validation and reporting in one console. Verified milestones pay out directly over UPI, removing the cash-in-hand discretion the old process ran on. The same thread that pays the mechanic also tells them where to buy and what to recommend, through pin-code retailer search, guided tyre recommendation drawn from live supply data, and a direct call or message to the retailer.

- ✔ **Member management** - WhatsApp enrolment with ID proof and garage details submitted in-chat, and backend approval returned the same way
- ✔ **Communications** - multilingual by default, with English, Hindi and Tamil at launch
- ✔ **Claims management** - barcode and receipt capture in-chat, with OCR extraction and de-duplication against prior submissions
- ✔ **Security, fraud and governance** - duplicate detection, with approval or rejection returned via WhatsApp
- ✔ **Cashouts** - verified milestones credited directly over UPI, removing the cash-in-hand discretion of the old process
- ✔ **Access control and management** - admin dashboards carrying the KYC queue, barcode entries, transaction validation and reporting in one console
- ✔ **Omnichannel data** - pin-code store locator returning the nearest stockists, guided tyre recommendation by vehicle type and model, and direct connect to the retailer
- ✔ **Gamification** - purchase milestones rewarded with incentives, insurance schemes and supporting equipment

THE RESULTS

Five thousand mechanics. Zero app installs.

5,000+ mechanics have been reached, 92% of enrolments complete without leaving WhatsApp, and verified brand tyre purchases lifted 31%. Purchase frequency at milestones runs 2.4x higher, and claim-to-credit turnaround sits inside 48 hours.

Removing the app was the entire unlock. Every earlier program had failed at the download, so the brand had assumed mechanics were disengaged when they were simply unreachable through the channel being used. Once enrolment was a chat message, adoption stopped being the problem and verification became the useful constraint, because OCR and duplicate detection meant the brand could reward grassroots purchases at scale without funding claims it could not check. The discovery tools turned out to matter as much as the rewards: a mechanic who can locate stock and justify a recommendation sells more of it.

Takeaway: when an audience looks disengaged, check whether they were ever actually reachable. The channel was the barrier, not the motivation.

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COMPANY PROFILE

INDUSTRY

Automotive Aftermarket

PROGRAM

Mechanic WhatsApp Loyalty

REGION

India

USE CASE

Influencer Loyalty