A PAINTS MANUFACTURER · BUILDING MATERIALS | CHANNEL LOYALTY

Eleven thousand dealers, two ways to earn

How a paints manufacturer used Xoxoday Loyalife to lift quarterly volume 16% among active dealers, by paying for year-on-year growth instead of turnover and rewarding training, store branding and referrals alongside every invoice.

16%	74%	11,000+
Increase in quarterly volume among active dealers	Of active dealers earning on non-transactional actions	Dealers and retailers on one program

CAPABILITIES USED

CHANNEL LOYALTY
Sales-Linked Earning
One point per ₹100, SKU multipliers on high-margin items, growth bonuses and quarterly YOY benchmarks. The scheme pays for growth, not size.

ENGAGEMENT
Beyond The Invoice
Training modules, store branding uploads, display photos, webinar attendance and retailer referrals earn alongside purchases.

GAMIFICATION
Leaderboards And Boosters
Regional leaderboards, spin-the-wheel boosters, seasonal double points weekends and achievement badges keep it live between launches.

INTEGRATION
ERP-Ingested Invoices
Real-time invoice ingestion, auto-calculated points and settlement logs, so a credit needs no claim form.

THE CHALLENGE

A scheme that paid for size, not for growth

Dealer incentives were sales-linked in name only. Rewards tracked absolute turnover, so the largest dealers collected the most regardless of whether they had grown, and a mid-sized dealer who doubled saw nothing a large flat one did not. Nothing in the structure pushed SKU penetration, and the high-margin end of the range moved slowest of all.

The behaviours that actually sell paint sat outside the scheme entirely. A dealer who completed training on new textures, finishes and formulations, put up brand signage, or referred a retailer was rewarded the same as one who did none of it, which is to say, not at all. Product launches landed into a channel that had not been taught the range.

And head office could not see any of it while it was happening. Channel performance arrived after the quarter closed, in spreadsheets assembled by hand, so Sales Heads and RSMs were managing a market they could only read in hindsight. With many competing brands calling on the same counter, churn was a standing risk that nobody could see coming.

- **Boost dealer volume growth and SKU penetration** - not reward absolute turnover
- **Build a robust tiered recognition model** - so status is earned and visible
- **Enhance dealer education** - on new textures, finishes and formulations
- **Strengthen dealer relationship and reduce churn** - in a crowded competitive set
- **Give the field real-time visibility** - of channel performance, not quarter-end reports

COMPANY PROFILE

INDUSTRY
Building Materials: Paints & Coatings

PROGRAM
Xoxoday Loyalife

REGION
India

USE CASE
Channel Loyalty

ROLLOUT
Pilot to national, 9 months

THE SOLUTION

Earn on the sale, and on everything around it

The transactional core is deliberately simple: one point per ₹100, with SKU multipliers on high-margin items so the range the brand wants moved is the range that pays best. On top of it sit growth bonuses measured against quarterly YOY benchmarks, which is what shifts the scheme from rewarding size to rewarding movement. The mid-sized dealer who grows now out-earns the large one who is flat.

A second earning track runs alongside it for behaviour: training modules, store branding uploads, display photos, webinar attendance and retailer referrals. Regional leaderboards, spin-the-wheel boosters, seasonal double points weekends and achievement badges keep it live between launches. Because invoices are ingested from ERP in real time and points auto-calculate against settlement logs, none of it depends on a claim form, and the same feed is what finally gave Sales Heads and RSMs a live read on their territory.

- **Transactional framework** - 1 point per ₹100, SKU multipliers on high-margin items, growth bonuses, quarterly YOY benchmarks
- **Non-transactional rewards** - training modules, store branding uploads, display photos, webinar attendance, retailer referrals
- **Gamification** - regional leaderboards, spin-the-wheel boosters, seasonal double points weekends, achievement badges
- **Digital experience** - multilingual dealer app plus web portal
- **ERP integration** - real-time invoice ingestion, auto-calculated points, settlement logs
- **Admin controls** - campaign engine, push notifications, award budget management, approvals dashboard

THE RESULTS

Active dealers grew 16%, and started learning the range

Quarterly volume among active dealers rose 16%, inside the 12–18% the program was underwritten on. The growth bonus is why it landed where it did: benchmarking each dealer against their own prior-year quarter meant the incentive was reachable for the mid-tier, which is where most of the headroom was. SKU multipliers pulled the high-margin range along with it, and new launches now reach a channel that has been trained on them rather than one hearing about them from a price list.

The behavioural track turned out to be the more interesting half. 74% of active dealers earn on something other than an invoice, whether training, branding, a photo or a referral. That gives the brand a second, non-price hold on the counter that competitors calling on the same dealer cannot match with a discount. Underneath, real-time ERP ingestion replaced quarter-end spreadsheets, so Sales Heads and RSMs read their territory while there is still quarter left to change.

Takeaway: in a channel where every brand can discount, the durable lever is not the earn rate. It is paying for the behaviours a discount cannot buy.

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