A RETAIL BANK · BANKING & FINANCE | CUSTOMER LOYALTY

Idle reward points, spun into a four-day brand moment

How a retail bank used Xoxoday Loyalife to run a staff-operated spin-the-wheel activation in a mall, giving customers a visible and enjoyable way to use their points, launched in about four weeks.

4 days
Of in-person activation

~4 weeks
From alignment to launch

CAPABILITIES USED

MEMBER ENGAGEMENT
Spin-the-Wheel Game
One game with two wheels: a Standard wheel through all booth hours and a High-End wheel with higher-value rewards in scheduled prime-time windows.

LOYALTY REWARDS
Configurable Reward Logic
Win probabilities, per-reward stock, daily caps and optional scheduled winners, across e-vouchers, merchandise, another chance to play or no prize.

SECURITY & GOVERNANCE
Play Controls & Masking
One play per registration, a daily limit per account, an optional receipt reference to stop reuse, masked account numbers on shared screens and logged staff sign-ins.

REPORTS & ANALYTICS
Live Operator Console
Live plays by booth and day, end-of-day summaries and a post-event report reconciling rewards issued against the approved list.

THE CHALLENGE

Points customers held, but did not use

The bank's customers held rewards-point balances that were not fully used. It wanted to give those points a visible, enjoyable use and create an offline brand moment customers would remember, through a four-day, in-person mall activation where customers redeem points at a card terminal and then play a game for instant rewards.

Redemption and qualification had to stay with the bank's own process. An integration with its card-terminal or redemption systems would not have fit the timeline, so the activation had to run alongside them, not inside them.

- Raise awareness and use of reward points
- Create a booth experience customers associate with the brand
- Capture verified, real-time engagement data from the booths
- Run without interruption across all four event days
- Keep rewards within the approved budget and fully reconciled

COMPANY PROFILE

INDUSTRY
Banking and Finance

PROGRAM
Points Redemption Activation

FORMAT
Four-day in-person mall event

USE CASE
Customer Loyalty

THE SOLUTION

A staff-run game that sat beside the bank's own redemption

Customers redeemed points at the bank's card terminal as usual. Bank staff checked the terminal receipt at the booth, registered the customer on a staff-operated web page and ran the spin, mirrored to a large screen so the queue could watch.

- **Staff-operated web page** - bank employees sign in with credentials created in the platform backend, enter the customer's name and savings account number, and run the spin
- **Two wheels in one game** - a Standard wheel through all booth hours and a High-End wheel with higher-value rewards in scheduled windows, such as an evening prime-time slot
- **Reward logic** - configurable win probabilities, per-reward stock and daily caps, and optional scheduled winners
- **Qualification with the bank** - staff verify the card-terminal receipt before registration, so no system integration was needed
- **In-game controls** - one play per registration, a daily play limit per account, an optional receipt reference, masked account numbers and logged staff sign-ins
- **Operator console** - live plays by booth and day, end-of-day summaries and a post-event reconciliation report
- **Delivery and support** - about one week of alignment, two weeks of build and one week of testing, a dry run on the venue network and devices the day before launch, and technical support throughout the event

THE RESULTS

Points put to visible use, with every reward accounted for

Within about four weeks of alignment, the bank had a branded, in-person activation live in a mall, giving idle point balances an enjoyable, visible use at a physical brand touchpoint. Every play was captured at the booth with complete registration records.

Daily caps and per-reward stock limits paced rewards across all four days, and the post-event report reconciled rewards issued against the approved list. Receipt reuse and duplicate play were limited without any integration with the bank's systems, and the activation now serves as a reusable template for later editions.

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