A BUILDING-MATERIALS MANUFACTURER · SANITARYWARE | CHANNEL LOYALTY

18% more reorders from enrolled stores with scan-to-earn product codes

How a sanitaryware manufacturer used Xoxoday Loyalife to launch a no-download loyalty website for store owners and store staff, turning unique product codes into store-level sales data and mapping more than 3,000 active stores within six months.

18%	3,000+	52%
Higher reorder frequency, enrolled vs non-enrolled stores	Active stores mapped by city within six months	Of enrolled users active every month

CAPABILITIES USED

MEMBER MANAGEMENT
Unique Product Codes
A carton QR for store owners on receiving stock, a product QR for store staff on sale, and a concealed scratch code reserved for end users, each tied to one account.

MEMBER ENGAGEMENT
Missions, Tiers & Leaderboards
Points by product category and price, monthly missions, focus-product and referral bonuses, regional leaderboards and four tiers with 12-month point validity.

LOYALTY REWARDS
Rewards Catalogue
Mobile airtime, e-wallet credit, shopping vouchers, tools and merchandise, with exhibition invitations, gatherings and trips unlocked at higher tiers.

SECURITY & GOVERNANCE
Fraud Controls
Random single-use codes, one WhatsApp number per account, daily scan limits, anomaly flags on unusual scan patterns and manual checks on high-value redemptions.

THE CHALLENGE

Sales data that stopped at the distributor

The manufacturer sold through distributors, so its sales data ended there. It did not know which stores were active, who was selling its products, or which products were moving in which cities.

In stores, its products shared shelves with competing brands, and store staff influence what a buyer picks. The manufacturer wanted a points programme that would build loyalty among store owners and staff first, and later tradespeople, homeowners, contractors and architects, because points and tiers a user has built up lose their value if that user switches brand.

- Build a database of active stores, sellers and product movement by city
- Give users regular reasons to return
- Drive reorders and make store staff recommend the brand on a shared shelf
- Prove store usage on a website first, then extend to more user groups

COMPANY PROFILE

INDUSTRY
Building Materials (Sanitaryware)

PROGRAM
Retailer & Store Staff Loyalty

CHANNEL
Stores served by distributors

USE CASE
Channel Loyalty

THE SOLUTION

A no-download website that rewards every box received and every sale

The manufacturer launched the first phase of a five-year plan on Xoxoday: a loyalty website for stores only, with an app to follow once store usage was proven. Store owners and staff log in with a WhatsApp number and a one-time password, with nothing to download.

- **Code scanning** - store owners scan the carton QR on receiving stock (sell-in) and store staff scan the visible product QR on sale (sell-out); a concealed scratch code is held back for end users
- **Fallback for existing stock** - store owners earn points by uploading photos of distributor invoices, verified by an admin team
- **Rule engine** - points by product category and price, focus-product bonuses and referral bonuses for inviting other stores
- **Gamification** - monthly missions, scratch-and-win codes, regional leaderboards and four tiers (Member, Silver, Gold, Platinum) with 12-month point validity
- **Rewards catalogue** - mobile airtime, e-wallet credit, shopping vouchers, tools and merchandise, plus exhibition invitations, gatherings and trips at higher tiers
- **Fraud controls** - random single-use codes, one WhatsApp number per account, daily scan limits, anomaly flags such as many scans from one batch within an hour, and manual checks on high-value redemptions
- **Cross-functional ownership** - marketing owns the programme, while IT and Xoxoday, production and packaging, finance, legal and customer service each had defined responsibilities before launch

THE RESULTS

A store-level view of the channel, and stores that reorder more often

Within six months, the brand had a city-wise map of more than 3,000 active stores where it previously had distributor-level data only. Carton scans at stock receipt and product scans at sale made SKU-level sell-in and sell-out data available by city for the first time.

The programme also moved the business. Enrolled stores reorder 18% more often than non-enrolled stores in the same cities, and 52% of enrolled users are active each month, with monthly missions and referrals from existing stores bringing more stores in.

Coded stock quickly replaced old stock, so invoice-upload claims became a small share of points issued. Fraud controls held, with duplicate and bulk-batch scans blocked before points were credited.

The data model was built for every user group from the start. Sales promotion staff and tradespeople follow on an app, then salespeople, homeowners (starting with digital warranties), and contractors and architects, with accounts, points and scan history carried over intact. Each stage is released only after the previous one meets agreed criteria, at an annual go/no-go review.

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