

Eight thousand dealers, and not one invoice upload

How a steel manufacturer used Xoxoday Loyalife to run slab-based loyalty for 37 distributors and over 8,000 dealers, allocating points from distributor-uploaded sales data instead of asking dealers to claim.

8,000+

Dealers and retailers on one program

37

Distributors feeding sales data by SFTP or API

CAPABILITIES USED



RULE ENGINE

Distributor Data In

Distributor-uploaded sales data is auto-processed and points allocated against slab targets, with no dealer claim step.



REWARDS MARKETPLACE

Plum Storefront

A custom storefront covering electronics, vouchers, tools and festival bundles, with hybrid points-plus-UPI redemption.



COMMUNICATIONS

WhatsApp Slab Updates

Real-time slab updates over WhatsApp, SMS and email nudges, in-app leaderboards and vernacular launch videos.



SECURITY & GOVERNANCE

Tamper-Proof Logs

GDPR and Indian IT Act compliant, encrypted SFTP and API transfer, RBAC and tamper-proof point logs.

THE CHALLENGE

Transactional at 8,000 dealers, and invisible in between

The manufacturer operates with 37 distributors and over 8,000 dealers and retailers pan-India. Engagement was transactional: product moved, invoices settled, and nothing else passed between the brand and the counter.

There was limited visibility into dealer performance and loyalty. Secondary sales data existed inside distributor systems rather than in the manufacturer's hands, so head office could not tell a growing dealer from a declining one until the pattern was well established.

The obvious fix, a claim-based loyalty scheme, carried its own problem at this scale. Asking 8,000 dealers to upload invoices creates an enormous validation burden, invites disputes, and tends to reward the dealers with the most administrative capacity rather than the most growth.

- ✔ Drive consistent secondary sales growth - through engaged dealerships
- ✔ Build dealer and retailer loyalty - via transparent, automated rewards
- ✔ Provide real-time performance visibility - using distributor data
- ✔ Digitally transform loyalty management - with a centralized platform
- ✔ Curate regionally relevant rewards - to enhance engagement

COMPANY PROFILE

INDUSTRY

Steel

PROGRAM

Channel Loyalty

REGION

India

USE CASE

Channel Loyalty

THE SOLUTION

Take the data from the distributor, not the dealer

The program inverts the usual claim model. Distributors upload sales data through SFTP or API, the system auto-processes it, and reward points are allocated against slab targets: 1 to 2.99 MT, 3 to 4.99 MT and upward. The dealer does nothing except sell, which removes the validation burden, the dispute surface and the administrative bias in one decision.

Onboarding worked from a pre-loaded dealer and retailer master list mapped to distributors, activated digitally over WhatsApp, SMS and email. Redemption runs through a custom Plum-powered storefront spanning electronics, vouchers, tools and festival bundles, with hybrid points-plus-UPI or card options. Engagement is push-based to match: real-time WhatsApp slab updates, SMS and email nudges, in-app leaderboard and festival banners, and vernacular launch videos for a channel that does not share one language.

- ✔ 360° member profiles - a pre-loaded dealer and retailer master list mapped to distributors, activated digitally over WhatsApp, SMS and email
- ✔ Rule engine - distributor-uploaded sales data auto-processed, with points allocated on slab targets of 1–2.99 MT, 3–4.99 MT and upward
- ✔ APIs - distributor upload over SFTP or API, with no dealer claim step in between
- ✔ Rewards marketplace - a custom Plum-powered storefront covering electronics, vouchers, tools and festival bundles, with hybrid points plus UPI or card
- ✔ Communications - real-time WhatsApp slab updates, SMS and email nudges, in-app leaderboard and festival banners, vernacular launch videos
- ✔ Real-time analytics dashboard - dealer performance reports, slab trackers, inactive dealer insights, distributor upload logs, redemption summaries and CXO dashboards
- ✔ Security, fraud and governance - GDPR and Indian IT Act compliant, encrypted SFTP and API transfer, RBAC and tamper-proof point logs

THE RESULTS

A loyalty program with no claim queue

Over 8,000 dealers and retailers earn without submitting a single invoice, because all 37 distributors feed sales data directly. Removing the claim step removed the two things that usually limit these programs at scale: the validation cost of processing thousands of uploads, and the disputes that follow every rejection.

Slab-based allocation also changed what the scheme rewards. A dealer knows exactly which threshold they are approaching and what crossing it is worth, delivered as a WhatsApp update rather than discovered at settlement. Head office gained the visibility it lacked: dealer performance reports, slab trackers and inactive dealer insights now read off distributor upload logs in near real time, with tamper-proof point logs behind them.

Takeaway: at eight thousand dealers, the claim form is the bottleneck. If the data already exists upstream, the dealer should never have to prove anything.

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