

Scattered incentive updates, replaced with one partner-ready platform.

A leading tools and hardware manufacturer traded the calls, emails and spreadsheets running its channel incentives for one role-based app on Xoxoday Loyalife, taking retailer invoice claims from manual review to 70% automated approval across India.

70%

Approved automatically, no more calling in to check status

₹64.1M+

Disbursed automatically with zero manual reconciliation

26%

Already climbed to the top ₹1L+ slab

CAPABILITIES USED



PARTNER ENABLEMENT

Unified, Role-Based App

One app for retailers and tool users, each with a separate, tailored login, invoice-based accrual, real-time tracking, and a tiered redemption marketplace suited to their role.



ADMIN & COMMUNICATION

Admin Portal & Reporting

One dashboard for invoice validation, campaign configuration and fraud detection, backed by omnichannel messaging and referral-driven growth.

THE CHALLENGE

No self-serve tracking, no fraud control, no engagement

Registration, invoice tracking and scheme communication all ran through manual, human-mediated processes instead of one centralized system. That single root cause created three failure modes:

- Retailers couldn't self-serve: no way to submit invoices or track points, tier progress, claims and redemption history, so every query meant calling the brand directly, since no dedicated app or role-based experience existed for the channel
- Tool users had no reason to stay engaged post-purchase, with no recognition system or rewards catalog worth redeeming for
- The brand had no centralised admin layer, so its team couldn't easily configure schemes, validate invoices or flag fraud at scale

THE SOLUTION

One app for partners, one dashboard for the brand

Partner Enablement

One app for retailers and tool users, each with a separate, tailored login and role-based flow, replacing multiple disconnected touchpoints.

- **Invoice Upload & Accrual:** scan or enter details to submit claims, validated and credited straight to the loyalty wallet; 70% now clear automated validation with no manual review
- **Real-Time Tracking:** retailers check points, tier, claims and redemption history anytime, without contacting the brand
- **Gamification & Rewards:** badges, tier progression and leaderboards give tool users a reason to keep coming back; 26% have already climbed to the top ₹1L+ slab

- **Redemption Marketplace:** a curated marketplace of tools, vouchers and branded merchandise, with distinct, tiered redemption journeys for retailers and tool users

Result: retailers self-serve end to end, no calls needed.

Admin & Communication

One dashboard for invoice validation, campaign configuration and fraud detection.

- **Admin Portal & Reporting:** validation, content moderation, campaign configuration and fraud detection in one view, with scheme performance by region and product line; ₹64.1M+ in incentives has moved through it so far
- **Omnichannel Messaging:** in-app, WhatsApp and email alerts go out automatically on points, redemptions and scheme launches
- **Referral Program:** retailers and users invite new participants via link or QR, points awarded to both sides

Result: invoice validation, fraud detection and campaign configuration now sit in one dashboard, and claims move to payout without manual review.

THE RESULTS

Claims automated, value flowing, high-tier engagement



Takeaway: it wasn't a rewards problem, it was a visibility problem. One system now shows the brand which retailers buy more, turning incentives into a real driver of sales.

COMPANY PROFILE

Industry	Tools & Hardware
Program	Xoxoday Loyalfire
Region	India
Use-case	Channel Loyalty