A LEADING TRAVEL & HOSPITALITY COMPANY · TRAVEL & HOSPITALITY | CUSTOMER LOYALTY

Sold as four categories, bought as a single trip

How a travel company matched its loyalty program to how travellers already think, unifying flights, hotels, activities and cruises under one currency and lifting cross-category bookings 37% and member LTV 2.9x.

37%
Lift in cross-category bookings per member

2.9x
Higher LTV from multi-category members

24%
Improvement in offline agent retention

CAPABILITIES USED

CUSTOMER LOYALTY
Unified Multi-Category Earning Engine
One currency earned across flights, hotels, activities and cruises, with tier privileges (lounge access, upgrades, priority support) that apply regardless of which category the member booked to qualify.

CHANNEL LOYALTY
Offline Agent Incentive & Learning Layer
Commission-linked rewards and structured learning modules for the offline agent network on the same points engine, so the channel that sells the highest-value itineraries is engaged rather than merely paid.

THE CHALLENGE

A trip sold to one traveller as four separate businesses

The company sold flights, hotels, activities and cruises, and treated each as its own business. A customer who booked a flight had no reason to book the hotel on the same platform, because nothing carried across. Cross-sell, the single largest margin opportunity in travel, depended entirely on the customer's own initiative. The offline agent network, which drove the highest-value itineraries, ran on commission alone with no engagement, no training path and no loyalty to the brand it was selling.

- **Make points earned in one category** - valuable in every other
- **Create tier privileges** - that travel with the member across the portfolio
- **Engage offline agents** - beyond commission alone
- **Integrate with GDS, booking engines and OTA APIs** - without a rebuild

COMPANY PROFILE

INDUSTRY
Travel & Hospitality

PROGRAM
Unified Multi-Category Loyalty

REGION
India / Southeast Asia

USE-CASE
Customer & Channel Loyalty

THE SOLUTION

One currency for every leg of the trip, whoever books it

Travellers already mix flights, hotels, activities and cruises on the same trip. The company's old loyalty program was treating each category on its own. Xoxoday Loyalife gave the company one wallet across all four. Cross-sell accelerators reward a member for adding a second category to the same trip. Cross-category bookings rose 37% per member, and multi-category members became worth 2.9x more over their lifetime.

Offline agents assemble the complex, high-value itineraries that self-serve booking rarely produces. Commission alone left them loyal to whoever paid the best rate that month. Xoxoday Loyalife layered points and learning modules on top of commission, giving agents a reason to stay beyond the payout. Offline agent retention improved 24%.

The company also connected GDS, booking engines, OTA APIs and CRM into one real-time member view. It now has a single profile spanning four booking categories and both sales channels, live without replacing existing systems.

- **Cross-category accrual:** - one wallet earning on flights, hotels, activities and cruises
- **Tier privileges:** - lounge access, room and cabin upgrades, priority support, earned anywhere and honoured everywhere
- **Cross-sell accelerators:** - enhanced earn when a member adds a second category to the same trip
- **Agent commission-linked rewards:** - points layered over commission on booking value, category mix and destination focus
- **Agent learning modules:** - destination and product training that raises basket size and unlocks tier progression
- **Stack integration:** - GDS, booking engines, OTA APIs and CRM feeding accrual events in real time, with one member view across categories and channels

THE RESULTS

Cross-sell up. Agents retained. One member view.

Unifying the currency changed what a customer relationship was worth. A traveller who booked only flights was a low-margin, price-sensitive transaction. The same traveller booking flight, hotel and activity together became one of the company's most valuable segments. The loyalty program made that second and third booking obvious rather than optional. Bringing agents onto the same platform closed the other gap: the channel with the most influence over itinerary size finally had a reason to grow it for this brand.

Takeaway: travel is bought as a trip and sold as four products. A single loyalty currency is the cheapest way to make the platform match how the customer already thinks.

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