

Compliant wholesaler incentives, live in 20 days across five states

A leading food and beverage manufacturer ran its wholesaler incentive scheme through manual, human-mediated processes, leaving wholesalers without self-service and the brand without visibility. Xoxoday Loyalife replaced it with one self-serve, invoice-linked portal, onboarding 900+ wholesalers within a month.

20 days

From build to live launch

900+

Wholesalers enrolled within 1 month

82%

Completed KYC self-serve, no field visit

CAPABILITIES USED



PARTNER ENABLEMENT

QR-Based Registration & Tracking

Self-serve QR registration with document verification (Outlet ID, GST, PAN), real-time points tracking, and a wholesaler dashboard.



PROGRAM GOVERNANCE

Compliant, Invoice-Linked Scheme Design

SKU-level point configuration and invoice-linked audit trail, structured to avoid any chance or lottery element.

THE CHALLENGE

Why the old process broke down in three places

Registration, tracking, and communication all ran through manual processes instead of one centralized system. That single root cause created three failure modes: wholesalers couldn't self-serve, the brand had no visibility into who was actually selling its products, and it couldn't prove compliance or measure performance.

- Communication ran through calls and field reps, with no consistent way to notify wholesalers
- Wholesalers had no self-service way to register, verify KYC documents, or track earned points
- Every points query meant contacting the brand directly; no dedicated portal existed
- No visibility into which wholesalers were actively pushing product, so engagement and sell-through couldn't be tracked or influenced
- No audit trail linked points to purchase invoices, making compliance reviews harder to support
- No centralized system meant the brand couldn't adjust SKU-level point values or track ROI by region
- The scheme had to stay strictly performance-based, ruling out any chance or lottery element

THE SOLUTION

A single platform for speed, visibility, and compliance

Xoxoday Loyalife replaced every manual step with one self-serve system, built to solve three problems at once: launch speed, wholesaler engagement and sell-through visibility, and provable compliance.

Delivery: live in 20 days, not months

Most platforms take months because compliance rules get engineered in after the fact. Loyalife skipped that lag: those rules were already built in, not added for this client.

- **Configuration, not construction:** registration and SKU-level accrual were pre-built, so deployment was setup, not a software build
- **Compliance by default:** the performance-based, no-lottery structure was built in, not retrofitted after launch
- **Five states from day one:** no phased pilot needed, since the same self-serve flow scales across geographies

Result: a compliance-grade platform on an off-the-shelf timeline, 20 days from build to live.

Program Details: registration, selling, and compliance in one flow

Most vendors build two systems, a wholesaler app and a compliance backend, and leave the brand to reconcile them. Loyalife built one pipeline where the same action produces engagement, brand visibility, and compliance together.

- **One QR scan, two outcomes:** onboarding and verified KYC (Outlet ID, GST, PAN) happen in the same motion
- **Every purchase is the audit trail:** SKU-level points accrue off invoice data, so the same event rewards the wholesaler and creates the compliance record
- **Sell-through, visible by region and SKU:** the brand can see which wholesalers are actively selling, where, and what, instead of finding out at the next stock order
- **Self-serve, not unmonitored:** wholesalers check points anytime, and every point still traces to an invoice

Wholesalers earn points for every sale they make, which is what gets them to sell more. That same activity is what gives the brand visibility into its channel.

THE RESULTS

Self-service adoption, without a single field visit

900+ Wholesalers enrolled within 1 month	735 Wholesalers with KYC completed	5.46L Points accrued through the portal
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The platform launched in 20 days. Over 900 wholesalers enrolled in the first month, and 735 (82%) completed KYC entirely through self-serve, with no field visit needed, giving the brand visibility into its channel for the first time. That visibility is driving real selling activity, not just sign-ups: 5.46L points have been accrued, and because every point is invoice-linked, that number also doubles as audit-ready purchase volume finance and compliance can use.

Takeaway: speed, channel visibility, and compliance rigor are assumed to trade off. This program delivered all three with the same design.

COMPANY PROFILE

Industry	Food & Beverage (Biscuits/Snacks)
Program	Xoxoday Loyalife
Region	India (Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Kerala)
Use-case	Wholesale channel loyalty and incentive management