

Xoxoday Loyalife vs. Collinson Group

If you're evaluating Collinson Group and Xoxoday Loyalife, this document walks you through where the platforms diverge and why it matters for your program at scale.

ABOUT XOXODAY LOYALIFE

Loyalife is an AI-powered, end-to-end loyalty management platform designed for enterprises aiming to create, manage, and scale omnichannel customer, channel and influencer loyalty programs. It offers flexible configurations, seamless CRM integrations, and supports both transactional and behavioral rewards. With a global rewards marketplace featuring over 10 million options across 30+ categories, Loyalife ensures diverse redemption choices.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Loyalife apart.

1

True Global Infrastructure

100+ countries, multi-currency, purchase parity, 50+ languages, local tax governance, and flexible data residency across public, private, and on-premise clouds.

2

Value for Money & Lower TCO

Best-price catalog with no hidden markups. On Generation and On Redemption billing models to match how your finance team operates.

3

Extensive Catalog

30+ categories across 100+ countries — gift cards, prepaid cards, flights, hotels, experiences, lounges, air miles, charity, mobile top-ups, wellness, and custom rewards. No middlemen.

4

Amazon Partnership

Direct redemption on Amazon in the US, UK, India, Spain, and Germany. Recipients shop on Amazon's actual website. No other rewards platform offers this.

5

One Platform for Every Reward Use Case

Employee rewards, consumer promotions, channel incentives, survey rewards, instant payouts, and loyalty programs — without stitching together multiple vendors.

6

Built-In Enterprise-Grade Controls

Role-based access, budget thresholds, maker-checker workflows, reward rule engine, country-level controls, and approval schedules — built for 50,000+ employee enterprises.

7

AI Copilot Across the Platform

8

Unmatched Deployment Flexibility

AI-powered reward recommendations, program optimization, insights and analytics, and automation built into the product — not bolted on.

SaaS Admin Portal, REST APIs, SSO-based white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control — both supported in one platform.

9

250+ Integrations

Rewards triggered from MS Teams, Slack, Google Workspace, Workday, SAP, ADP, Darwinbox, Salesforce, HubSpot, Jira, and Zendesk.

10

Professional Services

Full onboarding consulting and project management. Dedicated CSM, structured MBRs & QBRs, and AI-powered 24/7/365 support across geographies and time zones.

How Loyalife Addresses Feature Gaps with Collinson Group

Collinson is a formidable operator in travel-linked loyalty and financial services — Priority Pass, LoungeKey, and its Salesforce-backed managed services deliver strong results for card issuers and airlines. However, enterprises outside travel and banking — or those needing self-serve technology, channel/influencer programs, broad reward catalog depth, and built-in AI — consistently encounter capability ceilings with Collinson's services-heavy model.

1. Loyalty Programs

Enterprise loyalty often spans multiple audiences, channels, and business models. The platform must support more than travel-card loyalty for a single issuer segment.

Feature	Collinson Group	Xoxoday Loyalife
Enterprise multi-brand loyalty	Available — managed services model for large banks and card issuers	Cross-brand loyalty orchestration with custom rules and rewards across brand portfolios.
Omnichannel loyalty	Primarily card-linked and travel channels; limited offline/in-store coverage	Unified omnichannel loyalty across in-store, online, and app journeys.
Channel loyalty	<i>Not available</i>	End-to-end channel loyalty for partners with training, events, and referrals.
Influencer loyalty	<i>Not available</i>	WhatsApp-led influencer loyalty with invoice and QR-based earning flows.
Coalition programs	Available for airline and financial-services coalitions	Coalition loyalty with unified wallets and partner-specific earn and burn logic.

2. Member Management

Loyalty performance depends on unifying member identity, consented data, and live behavioral signals across systems — not just transactional card data.

Feature	Collinson Group	Xoxoday Loyalife
360° member profiles	Data and analytics layer available; primarily card transaction and travel-behavior data	Unified member profiles across channels, behaviors, preferences, and engagement signals.

Feature	Collinson Group	Xoxoday Loyalife
Real-time data synchronization	Real-time transaction tracking via proprietary XLS platform	Real-time member data sync through APIs and scheduled bulk uploads.
Zero & first-party data acquisition	<i>Not available</i>	Consent-led data capture through surveys, forms, gamification, invoices, and QR scans.
Protected PII with governance	Enterprise-grade security; GDPR-compliant data handling	Protected PII with encrypted flows, role-based access, and enterprise compliance controls.

3. Member Engagement

Loyalty programs need flexible no-code rules, dynamic targeting, and repeatable engagement mechanics — without depending on consulting engagements for every change.

Feature	Collinson Group	Xoxoday Loyalife
Self-serve Rule Engine	Managed via Salesforce Loyalty Management or consulting-led configuration; no standalone self-serve builder	No-code rule engine with approvals, version history, rule groups, and custom-attribute logic.
Segmentation	Segmentation via Salesforce Marketing Cloud integration	Dynamic and static segmentation for flexible member targeting.
Tiers	Tier support via Salesforce Loyalty Management for managed clients	Unlimited custom tiers with configurable benefits, progression logic, and tier-wise analytics.
Campaign builder	Campaign execution via Salesforce Marketing Cloud for Salesforce-stack clients	No-code omnichannel journey builder for targeted campaigns and communications.
Promotions	Merchant-funded offers via SmartEarn; targeted promotions require platform integration	API-first promotions engine for rule-based coupons, discounts, and offers.
Gamification	Mentioned as an emerging engagement method; not a built-in product feature	Real-time gamification with leaderboards, milestones, instant wins, and progress tracking.
Referral engine	<i>Not available</i>	Single and multi-tier referral programs to drive acquisition and advocacy.

4. Partners & Promotions

Modern loyalty execution layers — mobile apps, WhatsApp bots, QR flows, and claims management — are table stakes for reaching non-digital and channel audiences.

Feature	Collinson Group	Xoxoday Loyalife
Mobile app	Priority Pass and LoungeKey member apps; no generic white-labeled loyalty app	White-labeled mobile app for points, invoices, schemes, referrals, and nudges.
WhatsApp bot	<i>Not available</i>	Conversational WhatsApp bot for onboarding, earning, redemption, and updates.

Feature	Collinson Group	Xoxoday Loyalfire
QR-code generator	<i>Not available</i>	Scalable QR-code generation with geo, timestamp, and scan-level tracking.
Claims management	<i>Not available</i>	Invoice-based claims management with approvals, visibility, and audit trails.
Scheme management	<i>Not available</i>	In-app scheme management for campaign banners and partner communication.

5. Rewards

Reward mechanics must span earn types beyond card-spend — scan, claim, UGC, and location-based triggers — to drive engagement across diverse workforces and audiences.

Feature	Collinson Group	Xoxoday Loyalfire
Points	Points-based accrual and redemption via proprietary XLS platform and Salesforce	Points-based earning and redemption across member interactions.
Cards	Card-linked offers through Valuedynamx merchant network	Physical cards with unique IDs and card-level analytics.
Digital wallet	Points wallet via loyalty platform; travel benefit wallet via Priority Pass app	Omnichannel digital wallet for points, digital cards, and custom currencies.
Location-based rewards	Airport and lounge proximity rewards via Priority Pass network	Location-based rewards for geofence entry, event check-ins, and in-store actions.
Scan-based rewards	<i>Not available</i>	Scan-to-earn rewards through receipts and product packaging QR codes.
Claim-based rewards	<i>Not available</i>	OCR-based invoice rewards that convert eligible spend into points.
UGC-based rewards	<i>Not available</i>	Verified UGC and training-based rewards for demos, installs, and completions.

6. Redemption Marketplace

Reward breadth, catalog ownership, and regional relevance directly determine redemption rates and long-term program engagement.

Feature	Collinson Group	Xoxoday Loyalfire
Owned catalog infrastructure	SmartRedeem for merchandise and travel; Valuedynamx for card-linked offers; partially third-party aggregated	Owned marketplace infrastructure with stronger control over catalog quality and fulfillment.
20+ reward categories	Primarily travel (lounges, flights, hotels), merchandise, card-linked offers	20+ reward categories spanning gift cards, travel, merchandise, utilities, gaming, and more.
10M+ global rewards	Large travel and merchant network — 5,000+ merchants, 90+ airlines, 20+ hotel	10M+ global rewards across brands, merchandise, travel, charity, and swag.

Feature	Collinson Group	Xoxoday Loyallife
	groups	
Amazon for Business integration	<i>Not available</i>	Direct Amazon redemption in select markets with FBA fulfillment.
Currency-adjusted rewards	Multi-currency support; no explicit purchase parity or cost-of-living adjustment	Currency-adjusted rewards aligned to local purchasing power across geographies.
Cash / prepaid card options	Limited; primarily travel and lifestyle redemption	Cash and prepaid reward options for deskless and blue-collar workforces.
Custom branded store / swag	<i>Not available</i>	Fully branded swag stores with end-to-end merchandise design and fulfillment.

7. AI-Powered Hyper-Personalization

Modern loyalty programs need intelligent interventions — churn prediction, smart nudges, and personalized recommendations — not just static segmentation and campaigns.

Feature	Collinson Group	Xoxoday Loyallife
Churn prediction	Data and analytics services available through consulting engagements; not a self-serve product feature	Churn prediction using transactional and engagement signals for targeted retention.
Smart nudges	<i>Not available</i>	Smart nudges optimized by timing, channel, and next-best action.
Personalized recommendations	Personalization via Salesforce Marketing Cloud for Salesforce-stack clients	Personalized reward and offer recommendations based on profile, context, and look-alike behavior.
Geofencing	Airport proximity triggers via Priority Pass; general geofencing not a product feature	Geofencing for location-aware offers and check-in assistance.
Receipt scanning	<i>Not available</i>	Receipt scanning with OCR and fraud checks for automated spend capture.

8. Reports & Insights

Loyalty teams need real-time, self-serve visibility into program performance without filing analytics requests or depending on a managed-services team.

Feature	Collinson Group	Xoxoday Loyallife
Real-time analytics dashboard	Real-time transaction tracking via XLS platform; broader analytics via Salesforce or bespoke reporting	Real-time analytics dashboards with configurable visualizations and slice-and-dice analysis.
Comprehensive report library & custom reports	Custom reporting available via consulting-led data services; no self-serve report builder	Comprehensive report library with customizable reporting across core loyalty data sets.

Feature	Collinson Group	Xoxoday Loyalife
AI-powered analytics	<i>Not available</i>	Plain-English analytics for KPI snapshots, trend analysis, and root-cause drill-downs.
Access control & management	Role-based access controls via Salesforce platform for managed clients	Org-level report access controls for secure creation, viewing, and downloads.

9. Fraud & Risk Management

Enterprise loyalty programs need traceability, multi-level approvals, and built-in fraud controls — not just platform-level security certifications.

Feature	Collinson Group	Xoxoday Loyalife
Anomaly detection	Fraud controls at transaction level for financial services clients; not a self-serve loyalty feature	Threshold-based anomaly detection for suspicious accrual and redemption activity.
Maker-checker workflows	<i>Not available</i>	Maker-checker workflows for multi-level approval on critical changes.
Audit trails	Audit logging available within Salesforce Loyalty Management for Salesforce-stack clients	Full audit trails across system activity, changes, and approvals.
Role-based access	Role-based access via Salesforce platform; dependent on Salesforce stack adoption	Granular role-based access to protect data and restrict module control.
Additional security settings	<i>Not available</i>	Configurable account deactivation, password, and session security controls.

Beyond the Platform — What You Get When You Choose Loyalife

When you go live with Loyalife, you don't just get a platform. You get dedicated Implementation Engineers, structured launch support, promotion kits, and adoption workshops — everything needed to ensure your program lands with momentum, not a quiet rollout that fades in two weeks.

Post-launch, your Customer Success Manager works actively to move the metrics that matter — from tracking adoption rates and recognition frequency to running targeted engagement campaigns. Regular Monthly and Quarterly Business Reviews keep your program on track and continuously optimized. And when your teams need support, our AI-powered 24/7 bot ensures help is always available — backed by a global support team operating across time zones.

The longer you use Loyalife, the smarter, more automated, and more impactful your loyalty programs become.

