

Xoxoday Loyalife vs. Como Sense

Como Sense is built around POS-linked engagement for food, beverage, and retail. Xoxoday Loyalife is an enterprise loyalty platform for customer, channel, influencer, and coalition programs, backed by a global rewards catalog.

About 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, 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

150+ countries, 50+ currencies, 50+ languages, purchase parity, local tax governance, and flexible data residency.

2

Value for Money and Lower TCO

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

3

Extensive Owned Catalog

10M+ reward options across 30+ categories in 150+ countries, with no middlemen.

4

Amazon Partnership

Direct redemption on Amazon in the US, UK, India, Spain, and Germany.

5

One Platform for Every Loyalty Use Case

Customer, channel, influencer, and coalition programs without stitching together multiple vendors.

6

Built-In Enterprise Governance

Role-based access, budget thresholds, maker-checker approvals, a reward rule engine, country-level controls, and approval schedules.

7

AI Across the Platform

Churn prediction, smart nudges, and personalized reward recommendations built into the product.

8

Flexible Deployment

SaaS admin portal, REST APIs, a white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control, in one platform. SOC 2 certified and GDPR compliant.

9

250+ Integrations

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

10

Professional Services

Onboarding consulting and project management, a dedicated CSM, structured monthly and quarterly business reviews, and AI-powered 24/7 support.

How Loyalife Addresses Feature Gaps with Como Sense

Como Sense is a capable engagement platform with strong POS connectivity. It publicly cites 90+ POS integrations and 1,000+ clients in 30+ countries, which suits food, beverage, and retail operators who want loyalty, apps, and ordering in one stack. The differences show up when a business needs loyalty beyond end-customer retail, such as channel, influencer, and coalition programs, a deep global rewards marketplace, and enterprise governance controls. Loyalife is not a POS-native stack, so single-location food and beverage operators who want one vendor for apps, ordering, and POS may find Como Sense a closer fit.

1. Loyalty Programs

This matters because enterprise loyalty programs often span multiple audiences and business models. The platform needs to support more than one customer rewards setup.

Feature	Como Sense	Xoxoday Loyalife
Customer loyalty	Personalized loyalty programs for food, beverage, and retail, linked to POS	Omnichannel customer loyalty across in-store, online, and app, with multi-brand orchestration.
Channel loyalty	Not publicly documented	End-to-end channel loyalty for partners with training, events, and referrals.
Influencer loyalty	Not publicly documented	WhatsApp-led influencer loyalty with invoice and QR-based earning flows.
Coalition programs	Not publicly documented	Unified wallets with partner-specific earn and burn logic.

2. Member Management

This matters because loyalty performance depends on how well the platform unifies member identity, consented data, and behavioral signals across systems.

Feature	Como Sense	Xoxoday Loyalife
Unified customer data	Unifies data from POS, app, website, Wi-Fi, and social	Unified profiles across channels, behaviors, preferences, and engagement signals.
Data capture	Registration from website, app, POS, Wi-Fi, or social	Consent-led capture through surveys, forms, gamification, invoices, and QR scans.
Data governance	Not publicly documented	Encrypted PII flows, role-based access, SOC 2 certified, and GDPR compliant.

3. Member Engagement

This matters because loyalty programs need flexible rules and repeatable engagement mechanics that teams can manage without heavy engineering reliance.

Feature	Como Sense	Xoxoday Loyalife
Rule engine	Rule-based automations triggered by specific events	No-code rule engine with approvals, version history, and custom-attribute logic.
Segmentation	Segmentation with marketing automation	Dynamic and static segmentation for flexible member targeting.
Tiers	Not publicly documented	Unlimited custom tiers with configurable benefits, progression logic, and tier-wise analytics.
Referral engine	Referral and social integration	Single and multi-tier referral programs to drive acquisition and advocacy.
Gamification	Not publicly documented	Leaderboards, milestones, instant wins, and progress tracking in real time.

4. Rewards

This matters because programs need flexible earning and reward mechanics that work across customers, channel partners, and influencers.

Feature	Como Sense	Xoxoday Loyallife
Points and digital wallet	Not publicly documented	Omnichannel wallet for points, digital cards, and custom currencies.
Global rewards catalog	Not publicly documented	10M+ options across 30+ categories in 150+ countries.
Scan and claim-based rewards	Not publicly documented	Receipt and QR scan-to-earn, plus OCR invoice rewards.
Location-based rewards	Not publicly documented	Rewards for geofence entry, event check-ins, and in-store actions.

5. AI Personalization

This matters because modern loyalty programs need intelligent interventions, not just static campaigns.

Feature	Como Sense	Xoxoday Loyallife
Predictive campaigns	AI-powered campaigns that segment members and predict behavior from activity history	Churn prediction from transactional and engagement signals for targeted retention.
Recommendations	Smart recommendations and analytics	Reward and offer recommendations based on profile, context, and look-alike behavior.
Smart nudges	Not publicly documented	Nudges optimized by timing, channel, and next-best action.
Receipt scanning	Not publicly documented	OCR receipt scanning with fraud checks for automated spend capture.

6. Fraud & Risk

This matters because enterprise programs need traceability, approvals, and security controls to reduce misuse, operational errors, and compliance risk.

Feature	Como Sense	Xoxoday Loyallife
Anomaly detection	Not publicly documented	Threshold-based anomaly detection for suspicious accrual and redemption activity.
Maker-checker workflows	Not publicly documented	Multi-level approval on critical changes.
Audit trails	Not publicly documented	Full audit trails across system activity, changes, and approvals.
Access and sessions	Logs users out of other sessions on password reset	Granular role-based access and configurable password and session security.

7. Pricing & Deployment

This matters because a loyalty program should keep working as your geographies, brands, and systems grow, with commercials that are clear up front.

Feature	Como Sense	Xoxoday Loyallife
POS and integrations	90+ POS integrations and an API	REST APIs, SDKs, and 250+ CRM, HRMS, and commerce integrations.
Geography	States 1,000+ clients in 30+ countries	150+ countries, 50+ currencies, and 50+ languages.
Pricing	Not publicly published	Quoted per program on On Generation or On Redemption billing models.

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 engagement 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.

Pricing and feature claims reflect information publicly available as of the publish date and may change. Readers should verify current details on the competitor's site.

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