

A LEADING FURNITURE FITTINGS MANUFACTURER · FURNITURE HARDWARE

CHANNEL LOYALTY

How a leading furniture fittings manufacturer scales architect and dealer loyalty across markets with Xoxoday's rewards marketplace

A leading global manufacturer of furniture fittings and hardware moved redemption for its architect and dealer loyalty program onto Xoxoday's branded storefront via SSO - unlocking a deeper catalog, multi-market reach, and a stable, agile platform.

COMPANY PROFILE

INDUSTRY

Furniture Fittings & Hardware

PROGRAM

Architect & dealer loyalty rewards

ACCESS MODEL

SSO redirection

REGIONS

SAARC-ready, multi-market

CAPABILITIES USED

REWARDS & REDEMPTION

Branded Storefront via SSO Redirect

Participants move from the company's own loyalty portal straight into a branded Xoxoday Plum storefront through a single-click SSO redirect - no separate login, no drop-off at entry.

CATALOG

30+ Category Reward Marketplace

A deep, multi-category catalog spanning gift cards, merchandise, electronics, travel, dining, and lifestyle - giving architects and dealers rewards worth returning for.

THE CHALLENGE

A previous vendor couldn't keep pace with the program or its ambitions

The company runs a loyalty program that rewards architects for specification and dealers for sales performance, across a broad network of dealers and distributors.

- **Slow change turnaround** with the previous vendor, any catalog or program change took a long time to go live, limiting the team's ability to refresh the reward mix and run timely campaigns
- **Platform stability issues** reliability problems with the previous platform undermined participant trust and disrupted program continuity

- **No path to regional expansion** the previous vendor could not support expansion into SAARC markets, capping the program's growth beyond its home market

THE SOLUTION

Xoxoday marketplace - unlocked through a single-click SSO redirect

The company kept its own loyalty platform as the source of truth for earning and moved redemption onto Xoxoday's branded storefront through an SSO redirect, giving architects and dealers a deep, reliable, multi-market rewards experience.

- **Xoxoday marketplace** architects and dealers continue to accrue points on the company's own loyalty platform, which retains its points ledger and program rules, while Xoxoday powers redemption and fulfillment
- **Single-click SSO redirect** participants move from the company's portal straight into the branded Plum storefront through SSO, with no separate login and no drop-off at entry
- **A deep, multi-category catalog** the storefront opens up 30+ reward categories, spanning gift cards, merchandise, electronics, travel, dining, and lifestyle
- **Multi-market, SAARC-ready** a single storefront supports expansion across SAARC markets with multi-currency redemption, removing the geographic ceiling of the previous setup
- **Agile catalog and campaign control** admin controls let the team update the catalog and program rules quickly, without the long lead times of the previous vendor
- **Reliable platform and real-time reporting** a stable redemption platform is backed by live reporting on redemption behavior, category performance, and participant value

THE RESULTS

A stable, multi-market storefront ready to measure engagement post-launch

The program gives the company a reliable, agile redemption experience across markets, without owning fulfillment or reporting infrastructure. With the storefront now live, repeat-redemption and engagement metrics will be tracked through the Plum Reports dashboard as the program rolls out.

- **Faster program agility** catalog and campaign changes go live without the long lead times of the previous vendor
- **Reliable, uninterrupted access** a stable platform restores participant trust and program continuity
- **Regional expansion unlocked** SAARC markets are now addressable from a single branded storefront

- **A catalog worth returning to** 30+ categories give both architects and dealers relevant, aspirational rewards
- **Full program visibility** real-time reporting surfaces redemption behavior, category performance, and participant value

30+ Reward categories enabled	SAARC Markets addressable
---	---