GLOBAL TIRE MANUFACTURING COMPANY · TIRE MANUFACTURING & AUTOMOTIVE | CHANNEL LOYALTY

Turning a loyalty program into a genuine reason to keep selling

How a global tire manufacturer transformed a low-engagement rewards experience into a seamlessly integrated storefront, built to motivate, easy to use, and live across the UAE and KSA without disrupting the loyalty program they already had.

COMPANY PROFILE

INDUSTRY	HEADQUARTERS	OPERATIONS	PROGRAM TYPE
Tire Manufacturing & Automotive	Europe	170+ countries	Sales incentive & loyalty

MARKETS SERVED	NPS
UAE & Saudi Arabia	9

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum Marketplace

White-labeled rewards storefront spanning shopping, grocery, jewellery, electronics, e-commerce, fashion, travel, and more, serving participants across UAE and KSA.

LOYALTY MANAGEMENT

Points-Based Loyalty Program

Points earned through qualifying sales activity on the client's own loyalty engine, redeemed seamlessly on the Xoxoday storefront via integration.

THE CHALLENGE

A loyalty program with no reason to return

This global tire manufacturer runs a points-based loyalty program for the trade partners who sell its products across the Middle East. Participants earn points through qualifying sales activity. But for years, the redemption experience failed to match the program's intent.

The reward catalog was limited, offering few options that actually motivated people to engage. The platform itself was unintuitive, navigating it was frustrating enough that many participants simply did not bother. And the existing system could not connect smoothly with the company's own points infrastructure, creating friction at the exact moment someone tried to act on their balance.

Three problems compounded each other: no structured reward framework, a poor user experience, and integration gaps that made the whole program feel disconnected. The result was predictable, low engagement, minimal repeat participation, and a loyalty program that could not influence the behavior it was designed to reward.

THE SOLUTION

A storefront that fits into the program they already had

The company selected Xoxoday Plum for its ability to integrate directly into their existing points platform without disrupting it. Participants continue earning points through the manufacturer's own loyalty engine; when they choose to redeem, they land on a white-labeled Xoxoday storefront, no new login, no separate platform to learn. The redemption experience is native to the program they already know.

- **Seamless storefront integration** Plum connects into the client's points system, allowing participants to redeem without leaving the loyalty ecosystem
- **Broad reward catalog** retail mall vouchers, grocery, jewellery, electronics, fashion, e-commerce, travel, and prepaid options across UAE and KSA
- **Real-time tracking** participants monitor their points balance and redemption history; the program team gets live reporting for reconciliation and management
- **Multi-market support** a single storefront serving both UAE (AED) and Saudi Arabia (SAR) without separate infrastructure

THE RESULTS

Partners who earn keep coming back to spend

The redesigned program transformed engagement across the board. 63% of participants returned to redeem more than once, and that repeat cohort was not simply clearing a stale points balance. They drove 87% of total redemption value, spending consistently across shopping malls, grocery, jewellery, electronics, and e-commerce categories. A 99% voucher fulfillment rate meant almost every redemption completed without issue, reinforcing trust in the program.

The program also enabled a market expansion the previous system could not support: Saudi Arabian participants were onboarded without building separate infrastructure, with KSA-specific brands available from day one. The broader program contributed to a 15% year-over-year increase in annual sales, with AED 51,500+ in total value redeemed across the program period.

63%	87%	99%	15%
Repeat engagement rate among program participants	Of total redemption value driven by repeat participants	Voucher fulfillment rate across UAE and KSA	Year-over-year growth in annual sales

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