

A GLOBAL B2B TRAVEL DISTRIBUTION PLATFORM · 64 COUNTRIES |

CHANNEL LOYALTY

Turning agent loyalty into rewards, redeemable across 64 countries from one platform

How a global travel distribution platform gave its agents a single, multi-category redemption marketplace behind its Booker rewards program, live across 64 countries and running strong into a sixth year.

COMPANY PROFILE

INDUSTRY

B2B travel distribution

HEADQUARTERS

India

USE CASE

Travel-agent rewards program

PARTNERSHIP

Sixth year

REDEMPTION REACH

64 countries

TRAVEL AGENTS

ONBOARDED

147K+

COMPANY PRESENCE

95 countries

CAPABILITIES USED

MARKETPLACE

Xoxoday Plum Marketplace

White-labeled redemption marketplace spanning gift vouchers, hotels, flights, merchandise, and airline miles exchange, stocked to stay relevant across markets and currencies.

INTEGRATION

Integration with customer's own loyalty platform

Points earned per booking on the platform's own tiered program, with accrual, tiers, and earn rules retained entirely on the customer's side.

THE CHALLENGE

A rewards catalog that has to span the world

The platform sits at the wholesale layer of global travel, connecting travel agents to inventory across flights, hotels, and a wide range of travel services for their clients. Its customers are the agents themselves, and the way it keeps them transacting is a Booker rewards program.

Every agent who transacts is enrolled automatically and at no cost. Each booking earns points, and the more an agent books, the higher they climb through a four-tier structure that rewards the most active bookers with faster point accrual. The points economy, the tiers, and every earn rule live on the platform's own system.

The difficulty was never earning. It was redemption. A program whose members are spread across dozens of countries cannot stitch together reward suppliers one market at a time. Left unsolved, the redemption side created a cluster of related problems:

- **Fragmented reward supply** assembled market by market, was expensive to build and slow to maintain
- **Uneven catalogs** leaving agents in smaller markets with thin, less relevant options while larger markets got far more
- **A weakened incentive** because points that cannot buy anything worth having stop motivating the next booking
- **A cost-prohibitive build** since standing up and maintaining a custom global storefront in-house was neither fast nor cheap
- **No single view for finance** with redemption activity scattered rather than visible in one place for reconciliation

WHY XOXODAY PLUM

One partner for redemption everywhere

The program owner needed one partner that could cover redemption in every market its agents worked, rather than a different supplier in each. Xoxoday Plum fit on three counts: a globally stocked catalog that stays relevant across markets and currencies, a white-labeled storefront that plugs into an existing loyalty platform through single sign-on without a custom build, and live reporting that gives finance a real-time view of every redemption. Just as importantly, the model let the platform keep full ownership of its points economy and hand over only the redemption layer, so nothing about how agents earn had to change.

THE SOLUTION

One marketplace behind the points

Xoxoday Plum runs as the redemption marketplace behind the program. Accrual stays on the platform's side, where it belongs. Plum takes over the moment an agent decides to spend. Agents move from their own account into a white-labeled Xoxoday storefront through single sign-on, with no separate login.

The catalog does the heavy lifting. Instead of a supplier patchwork, the program gets one integration reaching 10M+ reward options across 30+ categories and 175+ countries. That breadth keeps the storefront relevant whether an agent works in a major hub or a smaller market. Rewards show in local currency, and catalog controls let the program tune the mix per market.

The experience stays native. The program's own branding carries through, so redemption never feels handed off. Every redemption lands in live reporting, so finance reconciles against real numbers rather than chasing them.

- **Gift vouchers, hotels, flights, merchandise, and airline miles exchange** redeemable from one integration
- **SSO storefront access** giving agents single-click entry from the loyalty platform
- **Local-currency redemption** with per-market catalog controls
- **White-labeled storefront** native to the program's branded experience
- **Live reporting** with every redemption visible for finance reconciliation
- **Clean split of responsibilities** with accrual owned by the platform and redemption handled end to end by Xoxoday

THE RESULTS

A redemption engine at global scale

Across the partnership, the marketplace has processed 500,000+ redemptions for agents converting the points they earn from booking travel into rewards of their choosing. It has done so quietly and reliably, scaling with the program rather than being replaced.

6 years Running as the program's redemption layer	500,000+ Redemptions processed in one year	64 Countries where agents redeem from one integration
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