

# Modernizing legacy loyalty with Google Wallet real-time rewards



## The Company:

Xenos is a Dutch retailer with over 160 stores in the Netherlands, established in 1973, they specialize in a diverse, often "quirky" or adventurous food and non-food products for the home, including interior design, decorations, and gifts.

## The Challenge:

While Xenos enjoys strong brand recognition, their "Xtra" loyalty program struggled to gain significant traction due to a "clunky" user experience. Furthermore, even registered members rarely remembered to use their benefits at the checkout, leading to missed rewards for the customer and data gaps for Xenos

**Partnering with Google Wallet:** Voyado CDP, CowHills POS, and Treazure promotion engine through Loyyo

## Google Wallet Solution:

Xenos partnered with Loyyo to relaunch their "Xtra" loyalty program placing Google Wallet at the heart of the customer experience.

- **QR-Code sign-up:** Customers can scan a code in-store to add their **Loyalty Card** to Google Wallet instantly.
- **Dynamic customization:** Xenos utilizes **Pass customization** to display an immediate 20% discount directly on the digital pass to incentivize sign-ups.
- **Strategic messaging:** The brand uses **Promotional Notifications** to alert members to new sales and Transactional Notifications to confirm points earned after every purchase.



**Frank-Jaap de Jong**

Head of CRM, Marketing & Loyalty Xenos

*"We really challenged Loyyo to go live before end of the year (2025). Loyyo delivered and we see great results compared to before already."*

## The Impact:

- **Sign-up surge:** In-store registrations increased by 80% within the first month of the Google Wallet rollout.
- **Increased frequency:** Members now identify themselves at the POS three times more often than before, providing significantly better data on customer customer behaviour and visit frequency.
- **Nationwide rollout:** Following a successful 30-store pilot, the Google Wallet solution is being deployed to all locations.