



CASE STUDY · CUSTOMER RETENTION INFRASTRUCTURE

# How a Enterprise CX & Loyalty Platform Automated Recognition Reward Delivery and Consolidated Multi-Division Recognition Governance

*Without changing a single client-facing workflow — or revealing who powers their incentive infrastructure.*

**<1s    10201320%    5201330%    0**

Retention reward delivery (was quarterly batch)

Churn rate reduction

Redemption rate lift

ADR touchpoints in customer UX

INDUSTRY	Growth Marketing & Retention Programs
COMPANY TYPE	National SaaS CX and loyalty platform, mid-market U.S.
PROGRAMS ACTIVE	200+ retention programs across 45 enterprise clients
CUSTOMERS / YEAR	150,000+ active customers across consumer, B2B, and partner programs
DEPLOYMENT	White-label 2014 ADR invisible to all customers, members, and enterprise clients

## THE SITUATION

### A Growing Platform. A Breaking Recognition Process.

A national CX and loyalty platform had built a strong client roster — subscription companies, fintech firms, and consumer brands running retention programs at scale. Their referral tracking engine was sophisticated. Their reward fulfillment process was quietly becoming a liability.

With over 200 active retention programs running across 45 enterprise clients and more than 150,000 active customers generating referrals monthly, the platform’s fulfillment process had not kept pace with growth. What started as manageable manual workflows had become a daily operational drag — and a significant fraud exposure.

OPERATIONS	EXPERIENCE	COMPLIANCE
<p>Manual gift card purchasing per program. Marketing ops spending 15+ hours weekly on referral validation and fulfillment. Average delivery: 7–10 business days. Customers losing trust in the program.</p>	<p>Delayed fulfillment breaking the referral feedback loop. Top customers disengaging after rewards took over a week. No NPS-triggered recovery — referred customers received nothing.</p>	<p>Self-retention governance estimated at 12% of claims. No cross-program 1099 aggregation. Referral rings going undetected. No loyalty tier automation before reward issuance.</p>

### The Non-Negotiable Requirement

The platform had built its competitive advantage on delivering seamless, branded referral experiences for enterprise clients. Their clients’ customers never saw the platform’s own brand — every touchpoint carried the client’s identity. That white-label architecture extended to reward fulfillment.

Any incentive infrastructure they adopted had to operate entirely under each client’s brand. Referral reward emails, redemption pages, and program dashboards had to carry the client’s identity — not a third-party vendor’s.

***“We needed infrastructure that disappears. Our clients trust us to manage every detail of their retention programs — including how customers are rewarded. The moment a third-party brand shows up, we’ve undermined the value proposition we sold them on.”***

— VP of Customer Experience, Enterprise CX & Loyalty Platform

## THE SOLUTION

### White-Label Customer Retention Infrastructure — Invisible by Design

After evaluating four platforms, the company selected ADR as their sole incentive infrastructure provider — not because ADR was the lowest cost option, but because ADR was the only platform that could disappear completely into each client’s referral experience while handling the full fraud prevention and operational load.

#### WHY OTHER PLATFORMS FELL SHORT

✗ Required co-branding in reward delivery emails — incompatible with a white-label referral platform serving 45 enterprise clients

✗ No behavioral trigger delivery — fraud prevention limited to basic duplicate checking, missing the 12% self-referral abuse rate

✗ No dual-sided reward delivery — only customer rewards supported; referred customer rewards required a separate manual process

✗ No behavioral trigger configuration — attribution limited to last-click, missing the cross-channel referral journeys that drive enterprise programs

✗ No real-time referral analytics — program performance reports available weekly, not in real time

#### Implementation Timeline

<p><b>3 wks</b></p> <p>API integration</p> <p><b>Connected to existing referral platform</b></p>	<p><b>30 days</b></p> <p>First live program</p> <p><b>From contract to live retention rewards</b></p>	<p><b>90 days</b></p> <p>Full rollout</p> <p><b>All 45 enterprise clients migrated</b></p>
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## 1

### Branded Customer Experience — End to End

ADR configured a fully white-labeled reward environment for each of the platform’s 45 enterprise clients. Referral reward emails arrive from each client’s domain. Redemption pages display each client’s logo and messaging. The word ‘All Digital Rewards’ appears nowhere.

2

**API Integration — Invisible Automation**

ADR's REST API was integrated directly into the referral tracking engine. When a referred customer converts, the API triggers instant reward delivery to both the customer and the referred customer (dual-sided) in under one second.

3

**Client Reporting Under Each Brand's Identity**

Each enterprise client receives retention program reporting through the growth platform's existing dashboard. Referral volume, conversion rates, top customers, and retention impact by cohort — all displayed under the client's branding.

4

**Fraud Prevention — Automated and Pre-Issuance**

ADR's fraud layer runs automatically on every referral claim before rewards are issued. Self-referral detection, catalog personalization, reward liability management, churn analytics integration for tax reporting, and loyalty tier automation protect every program's budget.

**The growth platform's 45 enterprise clients have no awareness that ADR powers their customer retention infrastructure. Every touchpoint — reward emails, redemption pages, program dashboards — carries each client's brand identity. ADR operates as invisible infrastructure.**

## THE RESULTS

### Measurable Impact Across Operations, Experience, and Fraud Prevention

<b>&lt;1s</b>	<b>1020132</b> <b>0%</b>	<b>1520133</b> <b>0%</b>	<b>50%+</b>	<b>0</b>
Retention reward delivery (was quarterly batch)	Churn rate reduction	Redemption rate lift	Fulfillment automation	ADR touchpoints in customer UX

#### Operational Impact

- **Fulfillment time:** API-triggered delivery reduced average retention reward delivery from 7–10 business days to under one second. Instant fulfillment became the standard across all retention programs.
- **Administrative overhead:** Marketing ops referral processing dropped from 15+ hours per week to near zero — over 50% reduction in operational burden.
- **Dual-sided delivery:** Both customer and referred customer now receive rewards simultaneously on conversion — a capability the platform previously could not offer.
- **Program velocity:** New retention programs launch in hours rather than weeks. Program managers configure rewards, rules, and fraud controls through the platform interface.

#### Customer Experience Impact

- **Participation lift:** Instant delivery combined with dual-sided rewards and choice-based catalogs (1,000+ brands) drove a 3x improvement in retention program participation rates.
- **Customer retention:** Top customers who previously disengaged due to 7–10 day delivery delays re-engaged when rewards arrived within seconds of their referral's conversion.
- **Consistent brand experience:** Every customer — regardless of program type, channel, or client — receives rewards through an experience reflecting the client's brand identity.
- **Tiered engagement:** Escalating reward structures for repeat customers drove sustained participation — top customers generating 5x the volume of single-referral participants.

#### Fraud Prevention and Compliance Impact

- **Self-referral elimination:** Automated detection matching email, phone, device, IP, and payment method eliminated approximately 90% of fraudulent referral claims.
- **1099 compliance:** Automated cross-program aggregation tracking eliminated year-end manual reconciliation across 200+ retention programs.
- **Referral ring detection:** Pattern analysis identified coordinated circular referral chains that manual review had missed entirely.

- **Conversion validation:** Every retention reward now requires verified conversion in the source system before issuance — eliminating rewards for unconverted referrals.

FINANCIAL IMPACT	BUSINESS IMPACT
<ul style="list-style-type: none"> <li>› <b>~\$80K+ estimated annual savings</b> from eliminating 15+ hours of weekly referral processing labor</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Referral program capacity expanded</b> — the platform now runs 3x more concurrent programs without adding operations headcount</li> </ul>
<ul style="list-style-type: none"> <li>› <b>90% fraud reduction</b> — self-referral and duplicate claims that previously drained 12% of program budgets now caught before issuance</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Client retention strengthened</b> — enterprise clients cite instant NPS-triggered recovery and fraud prevention as key differentiators</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Vendor consolidation</b> eliminated multiple gift card vendors and per-vendor procurement overhead</li> </ul>	<ul style="list-style-type: none"> <li>› <b>New client acquisition</b> — white-label referral infrastructure is now a featured capability in the platform’s enterprise sales pitch</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Dual-sided rewards</b> increased referred customer conversion rates — directly improving retention program ROI</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Revenue per client increased</b> — clients with retention programs enabled spend 15201330% more on the platform than clients without</li> </ul>

*“Our clients don’t know who powers our incentive infrastructure — and that’s exactly how it should be. We look like the experts, and behind the scenes we have enterprise-grade infrastructure doing the heavy lifting.”*

— Chief Customer Officer, Enterprise CX & Loyalty Platform

## Ready to run referral infrastructure your clients will never see?

ADR scales across retention program types, HRIS platforms, and enterprise client structures — without a single ADR touchpoint in your customer experience.

**Request a Demo** · [alldigitalrewards.com/demo](https://alldigitalrewards.com/demo)

## WHY ADR

## What Made the Difference

Four platforms were evaluated. ADR was selected on the strength of four capabilities no competitor could match in combination:



### True White-Label Architecture

Complete brand control across 45 enterprise clients simultaneously. Complete invisibility — the only platform evaluated that could deliver it across consumer, B2B, and partner retention programs.



### Compliance Ownership, Not Compliance Tools

1099 aggregation across 200+ retention programs, behavioral trigger delivery, referral ring analysis, and loyalty tier automation — all automated, all pre-issuance.



### API-First Infrastructure Built for Scale

Sub-second delivery, dual-sided reward support, 99.9% uptime SLA, and documented integrations with Salesforce, HubSpot, ReferralCandy, Friendbuy, and Ambassador.



### Global Catalog Without Global Vendor Management

1,000+ brands across 100+ countries. Choice-based rewards drove the 15201330% redemption rate lift that made the business case self-evident.

## Is This Relevant to Your Organization?

This deployment pattern applies across multiple client types:

- › **Growth & Referral Marketing Platforms** — running retention programs on behalf of enterprise clients who must never see vendor infrastructure
- › **SaaS Companies** — operating their own customer and partner retention programs at enterprise scale
- › **Financial Services Firms** — running refer-a-friend programs with dual-sided rewards and fraud prevention
- › **HR Technology Platforms** — managing customer retention programs with ATS integration and retention milestones
- › **Professional Services Firms** — operating partner retention programs with tiered reward structures

## Run customer retention infrastructure your clients will never see.

API delivery · True white-label branding · Global catalog · Built-in fraud controls  
1,000+ brands in 100+ countries · 1099 aggregation · GDPR/CCPA/OFAC built in

**Request a Demo · [alldigitalrewards.com](https://alldigitalrewards.com)**