



New product launch

and experience solution for





Sales Incentive

Sector:	FMCG
Company:	Client is one of India's leading consumer products group in the global beauty and wellness space
Location:	Mumbai
About the company:	Client is a leading Indian consumer goods company providing consumer products and services in the areas of health and beauty. Client touches the lives of 1 out of every 3 Indians through its portfolio of products and services
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ Client wanted to launch a new product for salon and they had tied up with salon outlets to promote the sales of the product that was newly launched❖ Client was looking at a platform that would reward the salon staff and incentivize the sales
Existing solution:	<ul style="list-style-type: none">❖ Client launched the new product in the salon itself
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday offered a microsite that was created with select, handpicked, curated experiences for the salon staff, to motivate and reward them for the sale of the newly launched product❖ The microsite is a self-handled platform, with a reward catalogue with real-time booking and checkout functionality with branding and customization❖ The microsite aimed to incentivize the sale of the new product and reward the salon staff through e-rewards, instead of the usual discounts❖ Xoxoday offered them a set of experiences on a microsite, where experiences listed down were thoughtfully chosen by the client❖ The top experiences were spread across 4 locations in India❖ The experiences were in different price points as per the requirements of the client❖ Price offered was the best in the industry

How a micro-site works:

- ❖ A customized white labeled web page with catalogue of experiences enabling real time bookings
- ❖ Customers can browse through experiences, select & book an experience as per their choice of date, venue, time and convenience
- ❖ Detailed reporting and analytics on number of bookings, cancellations and effectiveness of the campaign

Key Benefits:

-  **Faster time to market:** enjoy an end-to-end solution with a faster go-to-market approach
-  **Improved product/service adoption:** incentivize customers to use and advocate the product/services
-  **Instant satisfaction:** instantly gratify customers through automated delivery of e-Rewards
-  **High perceived value rewards:** delight customers through high perceived value experiences

Results:

- ❖ This solution ensured early adapters for the newly launched products along with replacing the usual discounts with high perceived value experiences
- ❖ 40 experience vouchers were provided that gave a better experience to the saloon sales staff, which in turn helped them gain product stability
- ❖ This solution opened a completely new world of experiences around the salon staff that they were unaware of
- ❖ The demand of such experiences rose and brought greater engagement which lead to the implementation of performance awards with a good feedback

About Xoxoday



Xoxoday Enterprise is a technology platform helping organizations manage rewards, incentives and loyalty programs. We work to develop scalable, secure, distributed and seamless solutions that help your employees, consumers, and channel partners engage with your brand. With our unparalleled catalog of curated experiences, perks, products and gift vouchers, Xoxoday can create captivating mechanics to enhance stakeholder engagement. Xoxoday enterprise works with over 800 global clients. Our business portfolio comprises of experiences & activities, enterprise SaaS rewards platform, and gift vouchers. We have offices in Bangalore, Delhi, Mumbai, UAE, USA and Australia.