

# People Combine increases Employee NPS by 10% with Xoxoday

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**People Combine:** A diversified Education Management & Consulting Company

**Net worth:** Rs.100 crores

**Number of Employees + Partners:** 2400+

**Location(s):** 16

**Industry:** Educational Consultancy

**Product used:** Xoxoday for Teams

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## Key Results

### Company Stats

**Great Place to Work Rank:** From 54 to 21

**Reward Frequency:** Monthly to daily

**Employee NPS:** Increase of 10%

**Employee referral:** Increase of 7%

**Absenteeism:** Decrease of 50%

### System Stats

**Adoption rate:** 100% at 1 month of implementation.

**Query resolution within SLAs:** 100% at 1 month of implementation.

**Spot Awards:** 42% of the Total rewards

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## Client

People Combine was conceived by Naga Prasad Tummala and Y V Rajasekhar in the year 1993. They are now a diversified Education Management & Consulting Company with a 400 member team and over 2000 educator partners. They offer end-to-end solutions for educational institutions across the country - from school ERP systems to logistics management.

## Challenge

People Combine's employee engagement was sporadic and mostly constituted of their quarterly and annual reward functions. This made the rewarding process transitory and reduced its long term value.

A lion's share of the rewards was driven by the senior management and the HR team. This was creating issues of transparency and grapevines about rewarding biases.

The manual nature of the rewarding process made it restricted and unscalable. There was no scope for innovation like changing the type and frequency of awards, milestone rewards, rewards automation etc.

Reward related communications were restricted to a campus location and the news achieved little momentum. With the network of educators geographically dispersed, they wanted a solution for quick and free-flowing communication.

## The Evaluation Process

People Combine evaluated four service providers and following reasons were a few reasons to choose Xoxoday-

## **1 A great tool**

Xoxoday for Team platform is intuitively designed and very simple to use. This was key for quick adoption and program turnaround. Xoxoday has a large list of built-in features that was readily usable by People Combine.

## **2. The Xoxoday team**

The interaction with the people at Xoxoday brought in great trust and played a key role during the finalisation. The product was demonstrated to People Combine and was evaluated to be robust.

## **3. Venture backed**

Xoxoday is venture backed and this gave People Combine the confidence to choose this product over the other competitors.

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*“We were looking to build an employee engagement system that is self-sustaining and unrestrained but pre-definable. Xoxoday addressed this and allowed us to decentralise such a program to empower people to take decisions. There was also a great opportunity of motivating thousands through real time rewards and recognition – which we were losing out before Xoxoday.”*

**Rajeev Tupsakri, Chief People Officer (CPO), People Combine**

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## **Solution**

### **From monthly to daily rewarding**

The Spot award feature in Xoxoday for Teams allowed daily rewards and recognition from a monthly or quarterly rate of appreciation. The

'Feeds & Announcement' section is now populated with messages of the spot rewards and is spurring with related conversation. These activity increased the intrinsic value of the reward. Even a 100 point spot reward snowballed and worked towards inspiring the entire workforce.

### **Improving eNPS by 10%**

The Budgeting feature empowered managers to reward their team. The team perceives the manager to be the most rightful to reward them, since he or she is the closest witness to their performance. This improved the trust on rewarding mechanisms and its fairness. The leaderboard, nomination workflows and badges provided a complete visual of how and why a team member was awarded - improving transparency. Implementing Xoxoday improved empowerment, trust, fairness and transparency - that lead to enhance the organisational culture. People Combine saw an increase in the Employee Net Promoter Score by 10%.

### **Decreasing Absenteeism by 50%**

The Goal settings feature enabled People Combine to reduce their absenteeism. Health issues were identified as a major cause and they created a health-drive for their team. The team members were allowed to self-nominate themselves for work-out milestones. This empowered and motivated them to achieve these set milestones. The campaign saw extraordinary results - a whopping 50% reduction within a year of implementation.

### **Increasing Employee referral by 7%**

A growing number of employee referrals represents increase of employees who are promoters of the organisation. Since Xoxoday, the employee referrals increased by 7%. This is attributed to bettering empowerment, trust, transparency and fairness.

### **Great Place to Work Rank: From 54 to 21**

The GPTW survey evaluates a workplace for its environment of fairness, respect, credibility and camaraderie. Post the implementation of Xoxoday, People Combine improved their rank to 21st from 54th Great Place To Work.

Xoxoday's seamless implementation, instant reach and robust platform gave People Combine the agility to implement their people management program and achieve outstanding results.