Case Study
Capgemini
Nurtures a culture of rewarding using Xoxoday

About
A global leader in consulting, technology services and digital transformation.

Turnover (India)	1.89 Billion USD
No. of Employees	10000+
Location(s)	44
Industry	IT services & consulting
Product Used	Xoxoday for employees

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities. Capgemini has a 50-year heritage and has a deep industry-specific expertise and enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The group reported 2018 global revenues of 14.72 billion USD.

Challenge

Capgemini was using multiple avenues to rewards their stakeholders. They rewarded their employees, vendors and clients with goodie options, award certificates, trophies and vouchers from a range of brands and aggregators. These vouchers had to be individually procured from the brands and the e-commerce websites. There was also no way of tracking the usage and redemption of these vouchers. The elaborate logistics involved in issuing these rewards also became a significant challenge.

The evaluation process

The team at Capgemini interacted with two other service providers and the following were a few reasons that they decided on Xoxoday:

1. Variety of rewarding options

Xoxoday provided an extensive range of reward options that included - over 5000 experiences, 1000 gift cards and 10000 perks - and this was an important reason for the choice. With Xoxoday, there was no requirement to individually manage all these different vendors, since there were thousands of options under one roof. Xoxoday had a special edge over the other aggregators with their experience vouchers.

2. Reward dashboard

The rewards dashboard provided end-to-end visibility and trackability of the rewards distribution. The Xoxoday platform met all the needs of the users and they were able to track and measure the rewarding activities - which was a drastically quicker way to get things done than manually.

3. Highly responsive customer service

Xoxoday offered ambitious Service Level Agreements for customer service, and that was an important consideration. Xoxoday still seamlessly fulfills these SLAs and have kept up to their claims.

4. HRMS / procurement system integration

Xoxoday was able to integrate with Capgemini's internal software, like their HRMS and procurement systems. This integration helped save many manual processes such as data synchronization and uploading.

> "
> *"Xoxoday has an edge over the other aggregators and the brands because of the meagre number of options they provide for redemption. The rewards dashboard method of rewarding is a drastically quicker and smarter way to implementing rewarding strategies.."*
>
> **Biju Samuel, Capgemini**

Solution

Improved reward frequency

Xoxoday rewards are being used for rewarding employees as well as external stakeholders like vendors and clients. The account managers are extremely satisfied with the Xoxoday mode of rewarding. It has been observed that the frequency has increased because of the ease of executing the rewarding process.

Reduced rewarding time

The redemption and order queries where addressed very quickly and Xoxoxday has continued to offer extraordinary customer service. Escalation of an issue is an extremely rare instance and even such an occurrence, is addressed with great care and speed.

100% customer resolutions within SLAs

With a higher number of redemption options, the user queries related to the redemption also increases. Despite this complexity, Xoxoday successfully resolved all these issues and queries well within SLAs.

Capgemini has used Xoxoday to finetune their rewarding process and maximise its efficiency. The Xoxoday for rewards platform has efficiently replaced an array of rewarding requirements for Capgemini and they intend to explore leveraging rewards for engagement.

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