



# API integration and point based platform for Rewards and Recognition

Sector:	FMCG
Company:	The largest privately held corporation in the United States in terms of revenue
Location:	Bangalore
About the company:	Client is a global corporation, which is the largest privately held corporation in the United States in terms of revenue. Some of its major businesses are trading, purchasing and distributing grain and other agricultural commodities, such as palm oil; trading in energy, steel and transport; the raising of livestock and production of feed; producing food ingredients such as starch and glucose syrup, vegetable oils and fats for application in processed foods and industrial use. It also operates a large financial services arm, which manages financial risks in the commodity markets for the company.
Problem Statement/Challenges:	<ul style="list-style-type: none"><li>❖ Need of a point based reward catalog with reward program set-up, fulfillment and delivery</li><li>❖ Multiple awards in a multi business unit (BU) based environment involved complex execution</li><li>❖ Issuing of physical rewards was tedious and time-consuming</li><li>❖ There were no means to track the rewarding process and its results</li><li>❖ All rewards required detailed planning and execution</li><li>❖ Instant rewarding was not possible</li><li>❖ Lack of rewarding catalogue with a point conversion system</li></ul>
Existing solution:	<ul style="list-style-type: none"><li>❖ A reward program with a multi business unit which did not have standard rewarding catalogue</li><li>❖ Had to procure the reward the manually</li></ul>

Solution offered by  
Xoxoday:

- ❖ **Point based conversion module:** where prices can be viewed in terms of converted points
- ❖ **Instant rewards & gratification:** reward your customers instantly
- ❖ **Plug and play modules:** choose among the various modules as per your requirements
- ❖ **Rewards on the go:** reward and engage, anytime, anywhere with our mobile app
- ❖ **Global catalog:** extensive choices of experiences from our global catalog of curated experiences and last mile activities
- ❖ **Engage:** updated newsfeed, greetings, badges, notifications & announcements making it an interesting engagement platform
- ❖ **User groups & communities:** create groups based on passion, departments and interests and invite your peers to join the groups with a separate wall for each
- ❖ **Admin controls & analytics:** manage the program the way you want with data insights using the admin dashboard

How a reward  
platform works:

- ❖ Customer will get an automated reward mail
- ❖ Login to [enterprise.xoxoday.com](https://enterprise.xoxoday.com) to avail exciting experiences from the bouquet of experiences
- ❖ The customer can select the experience, enter relevant details and book the experience at one go using their loyalty points

Perks of a reward  
platform:

-  **Reward program set up:** calculation metrics, data management, program collaterals, and communication channels
-  **Reward fulfilment & delivery:** 10,000+ experiences across categories, digital/ physical / mobile gift vouchers, industry best fulfillment timelines along with automatic Delivery
-  **MIS / reports:** order fulfillment reports, delivery reports, program dashboards, payment reconciliation report
-  **Query / escalation management:** helpdesk support, dedicated relationship manager, standard operating procedures (SOPs)

Results:

- ❖ The point based rewards and recognition (RnR) program saw employee productivity and recognition ratings improve month by month
- ❖ Xoxoday enabled the company to implement instant spot awards
- ❖ The HRs now have an automated platform to run their RnR program

#### 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.