



Brand Vouchers'

Integration to increase Client Engagement

Sector:	Reward, Recognition and Loyalty
Company:	Largest provider of Employee Engagement, Loyalty Programs in the World
Location:	USA
About the company:	<p>Client is a rewards-based incentives company that designs, implements and manages programs for other companies. It has become one of the larger providers of manufacturer and retailer promotional marketing programs, including rebates and incentives programs. The Company has been a major player in the popularization of paperless rebates and prepaid rebate card programs. In addition, the company has received significant industry recognition for its research into customer loyalty, rewards programs and prepaid cards.</p>
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ Facilitate and encourage easy voucher redemption among the clients❖ Ensure a timely redemption of vouchers❖ Establish transparency and structure in the issuing and redemption processes❖ Build a voucher redemption and redemption tracking system❖ To offer brand vouchers to their clients giving them a large bouquet of options❖ Problems to manually procure the vouchers and the need to maintain and keep the stock inventory
Existing solution:	<ul style="list-style-type: none">❖ Problems in procurement from the local vendors in US, which was time consuming, required a lot of manual effort and involved difficulty in storing the vouchers
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday offered an API solution enlisting the entire voucher catalog on their portal❖ As soon as the end user requests for a voucher, the system delivers the same to client's servers automatically via the API, which is further sent it to the end user, all in a real-time basis

- ❖ **API based voucher redemption system:** the company was able to implement various features for their client rewards program through the APIs
- ❖ **Rewards tracker:** voucher monitoring and redemption tracking via a dedicated API platform
- ❖ **Return on investment:** increased voucher redemption without the hassle of physically procuring the vouchers
- ❖ **Low cost system:** the set up cost is very low
- ❖ **Multiple redemption options:** clients were offered the choice of brand vouchers for redemption that could be used for a one-time redemption or multiple redemptions as per the plan or process

Easy redemption of vouchers:

- ❖ Customer logs into client's redemption portal
- ❖ Chose the brand voucher that you want to buy
- ❖ Enter your information in the voucher details page
- ❖ Go to check out to complete the order, it's as simple as that

Perks of referral platform:

- 📦 **Instant delivery:** electronic or digital gift vouchers are delivered over an email or SMS
- 👉 **Millions of choices:** 1000+ offline and online brands gives choice of millions of products and services across options like travel, food, grocery, apparels, fashion, furniture, electronics, movies, mobile recharge and more
- 📱 **Flexible usage:** multiple Xoxoday gift vouchers can be added in a single transaction and can be used within the validity period till the balance is zero
- ↔️ **Flexible denomination:** Xoxoday vouchers are available in price as small as ₹50 and as large as Rs ₹49,000, they also come in any denomination of your choice so that you choose your value as per the need
- 📈 **Personalization:** you can personalize the Xoxoday vouchers with your name, message, denomination and company branding in digital format
- ✉️ **Zero operational overheads:** Xoxoday vouchers have no logistic charges or taxes and you can distribute them with the click of a button

Results:

- ❖ 21,463 vouchers were successfully delivered in just 15 months ensuring increased engagement amongst clients and high ROI proposition making the API based vouchers platform an astounding success

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.