



Unique Voucher

based engagement solution for

NRI Customers







Sector:	BFSI
Company name:	One of the largest private bank in India
Location:	Mumbai
About the company:	The client offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management
Problem Statement/Challenges:	<ul style="list-style-type: none">❖ The client wanted to encourage their NRI customers to increase the remittance (funds transfer) to other countries❖ Need of an automated, seamless way for incentivizing and rewarding the users who opt for online modes of fund transfer at regular intervals to increase the financial inflows❖ Have in place, a user-friendly reward platform that will increase the number of transactions and activate the dormant accounts
Existing solution:	<ul style="list-style-type: none">❖ Cashbacks or discounts offered on the amount of remittance to increase number of transactions❖ The existing solution was manual, error prone, lacked reporting and high perceived value reward options
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday gift vouchers and international vouchers are 'all in one gift vouchers' redeemable on any of the other brand gift vouchers and experiences globally❖ Xoxoday vouchers give the power of choice to the consumer from 1000+ merchant brands across the globe in multiple currencies; no other voucher in the world offers a wide array of options under one umbrella

- ❖ Apart from this, the details of redemption percentage were shared with ICICI that gave them a better insight and understanding of the campaign success
- ❖ Xoxoday created a platform for ICICI bank which could be accessed by their customers and could be used for the redemption purpose
- ❖ The voucher points can be redeemed out of the wide array of brand options available on the platform
- ❖ An automated email is sent to the customer with the voucher details and step-by-step instructions on how to redeem the brand vouchers
- ❖ An automatic report on the point usage and its impact on the ROI can be generated, giving useful insights on the user and redemption database

How API integration works:

- ❖ Login to enterprise.xoxoday.com
- ❖ Chose the brand voucher that you want to avail
- ❖ Enter your information in the voucher details page
- ❖ Go to check out to complete the order, it's as simple as that

Perks of an API Integration:

-  **Instant delivery:** electronic or digital gift vouchers are delivered over an email or sms
-  **Millions of choices:** 1000+ offline and online brands give 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 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 can choose your value as per the need
-  **Personalization:** you can personalize the Xoxoday vouchers with your name, message, denomination and company branding in a 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

- ❖ 4,000+ vouchers have been delivered that have increased the number of transactions ultimately increasing the remittance by multi-folds

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.