



Unique Experiential Parenthood

solutions for your employees who are







Would-be Parents

Sector:	E-commerce
Company:	Client is India's largest E-commerce marketplace that has redefined the way brands and MSME's do business online
Location:	Bangalore
About the company:	Client is India's largest E-commerce marketplace with a registered customer base of over 100 million and offers over 80 million products across 80+ categories including smartphones, books, media, consumer electronics, furniture, fashion and lifestyle.
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ Client was looking for options to delight their employees and congratulate them on becoming parents
Existing solution:	<ul style="list-style-type: none">❖ Client did not have any platform, framework or parenthood solutions and cash or products were gifted on the special occasion
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday offered a solution with a unique combination of offline + online mechanism where the client's employees will get reward money in their kitty of reward portal so that they can go ahead and avail both the options: experiences and gift vouchers❖ At the same time, Xoxoday has added a personal touch by designing a very sophisticated frame box (blue box for paternity and red box for maternity) customized with the company logo❖ The experience guidebooks come with 3 variants which signifies 3 stages of parenthood; baby-moons, toddler and mom getting back to work❖ These guidebooks provided all the detailed information about the related experiences, so that recipient can optimize their experience choice

Easy steps to avail the experiences:

- ❖ Employee gets automated congratulatory mailer on the reward
- ❖ The physical box will be provided as per the customization
- ❖ Log into the redemption portal
- ❖ Employee can redeem the voucher codes to avail exciting parenthood experiences from the redemption platform
- ❖ The employee can select the experience, enter relevant details, book the experience and enjoy it on the go

Perks of an enterprise platform:

-  **Collect memories, not stuff:** parenthood experiences bring more happiness than material awards, the cash reward is easily forgotten but the feel-good factor of experiential reward is long lasting
-  **High perceived value:** rewards in the form of 'cash' is often blurred with compensation and the purpose of reward is often not met
-  **Emotional connect:** parenthood experiences can be enjoyed with your spouse, resulting into strong emotional connect which is not possible with material things
-  **Experiences are the talking point:** when one goes for an experience or activity, one likes to talk about it and share it with others, giving an overall state of positivity
-  **Wide global range:** one gets a large choice of experiences in different categories across different location
-  **Personalization:** parenthood experiences are highly curated and personalized that suit a would be mother till she is ready to join her work back

Results:

- ❖ 180 parenthood experience gift boxes were delivered that provided experiences ranging from babymoon, peaceful staycations, preparations for resuming work, capturing precious photographs to cherishing the lovely moments with the new one

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.