



# Customized program for long service awards empowered with Xoxoday Vouchers

Sector:	Finance
Company:	Client is a global analytical company providing ratings, research, risk and policy advisory services
Location:	Mumbai
About the company:	Client is an agile and innovative, global analytics company providing data, ratings, research, risk & policy advisory services and analytics & solutions. A strong track record of growth, culture of innovation and global footprint has ensured that independent solutions are delivered along with actionable insights, and efficient programs.
Problem Statement/Challenge:	<ul style="list-style-type: none"><li>❖ Client wanted to engage, recognize and reward their employees for their long term services in Argentina</li><li>❖ There wasn't any uniform LSA option available for their employees in Argentina &amp; couple of other locations</li></ul>
Existing solution:	<ul style="list-style-type: none"><li>❖ Client was awarding plaque &amp; cash as a part of the employee's salary</li><li>❖ Client awarded cash to these employees and they soon realized that cash does not make up for someone who is with the organization for so long</li><li>❖ They wanted to go beyond cash, vouchers or tangible gifts</li><li>❖ They wanted to move away from the normal and conventional ways of gifting</li><li>❖ The client needed an experiential gift that would bring a smile on their face, and a gift whose benefit could be extended to their respective families and friends as well</li></ul>
Solution offered by Xoxoday:	<ul style="list-style-type: none"><li>❖ Client was offered the LSA box with a Xoxoday voucher</li><li>❖ This solution gave the client an option to have a uniform LSA award throughout their locations</li><li>❖ Xoxoday offered the client an experience exclusive solution with high quality, world class experiences that were provided to the employees completing their work anniversaries</li></ul>







How a micro-site works:

- ❖ Xoxoday gave end to end solutions in terms of the production, packaging, delivery, tracking and analyzing the usage of the customized experience gift boxes that were created
- ❖ The experience gift box also included a beautiful wooden plaque, customized message card and Xoxoday voucher for the employees to cherish for a long time
- ❖ This solution involved awarding the employees in a highly respectful manner while giving them the choice of plethora of experiences and brand vouchers that they can enjoy with their families and friends

Easy steps to acquire an LSA box:

- ❖ Client can select an experience box based on requirements in terms of color, company branding and reward theme
- ❖ The LSA box will contain plaque, redemption card, certificate, experience booklet as per client's requirements
- ❖ The physical box will be delivered to the designated address
- ❖ Employees can redeem the voucher codes to avail exciting experiences or brand vouchers from the redemption platform

Perks of an LSA box:

-  **Elegant packaging:** we have state of the art packaging techniques to make sure that we can provide a customized, memorable and long lasting gift box and experiences to delight your clients or employees.
-  **Dedicated customer service:** a dedicated customer support to provide a seamless experience to your customers available 365 days from 9am to 9pm IST
-  **Personalize the reward:** we provide multiple choices in terms of gift box colors, shapes/sizes, personalization of your logo, employee names and more
-  **Multiple denominations:** the LSA gift boxes can be loaded with currency denominations as per your budgets and specifications
-  **Global delivery:** we have tied up with best in class logistics companies to make sure that the gift boxes can be sent to global addresses seamlessly
-  **An array of options:** we have over 10,000+ experiences, gift vouchers for all major global locations

Results:

- ❖ Engagement increased many folds as the employees received interesting gift options apart from the usual product or merchandise to recognize their years of service and dedication
- ❖ The LSA program was so successful that the client has implemented this solution for their sister concern company as well
- ❖ This tenure rewards program truly reinforced company loyalty and built the employee morale

#### 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.