



Increase Customer Engagement

through a self-handled,
Automated Platform

Sector:	Finance
Company name:	India's largest private sector lender by assets and market capitalization
Location:	PAN India
About the company:	Client is a leading Bank in India with the highest number of net banking users. It's the largest private sector lender by assets and is the largest bank in India by market capitalization. It provides a number of products and services including wholesale banking, retail banking, treasury, auto loans, two wheeler loans, personal loans, loans against property and credit cards.
Problem Statement/Challenges:	<ul style="list-style-type: none">❖ Engage the net banking customers with some unique and exclusive offers❖ Break the regular approach of offers only on shopping and normal outdoor activity❖ Provide the customers with some unique local experiences which they would remember for a life time
Existing solution:	<ul style="list-style-type: none">❖ Discounts on online shopping with select few brands which did not encourage customers and buyers to indulge more into online modes of transaction or shopping
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ A white-labeled, API based reward catalog page for the client's target audience with real-time booking and checkout functionality with branding and customization❖ It was a self-handled platform❖ The micro-site had the top 100 experiences spread across 11 locations in India❖ Price offered was the best in the industry

The way a micro-site works:

- ❖ A customized white labeled web page with catalogue of experiences linked with real time APIs and payment gateway
- ❖ Drive target customers and traffic to this page through online/offline advertisements
- ❖ Customers can browse through experiences, select & book an experience and pay through the payment gateway or your brand's vouchers
- ❖ A detailed reporting and analytics on number of bookings, cancellations and effectiveness of the campaign

Perks of brand vouchers:

- ❖ **Customizable interface:** customize the microsite as per your branding requirements
- ❖ **Seamless API integration:** real-time product, pricing updates, booking and checkout
- ❖ **White label:** a solution which can be hosted on your company's website with customized URLs

Results:

- ❖ The audience got opened to a completely new world of experiences around them which they were unaware of
- ❖ The demand of such experiences rose and brought greater engagement
- ❖ This campaign saw an increase in the monthly traffic of up to 30,000+

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.