



Simple Enterprise Platform Solution for blue-collared workers







Sector:	Food & Logistics
Company:	India's largest food ordering and delivery platform that gives a one-stop solution for consumer's food needs
Location:	PAN India
About the company:	Client is India's largest food ordering and delivery platform that works with an aim of changing the way India eats. Client is the most reliable one-stop solution for consumers' food needs. It offers an integrated ordering solution by deploying multiple proprietary apps, including a vendor management app provided to restaurant partners, and a delivery app powered with routing algorithms, provided to driver partners
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ Client needed a robust solution where they could manage the entire incentive program for their 25,000 delivery executives (DE's) across India and replicate & automate the incentive program workflow and provide ample amount of options to redeem for the DE's
Existing solution:	<ul style="list-style-type: none">❖ Client had a hard time managing the entire incentive program manually❖ Client tried other service providers in the same space but that didn't work out for them in terms of logistics and operational efficiencies
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday has implemented a customized enterprise platform for the client with system integration for a seamless communication and automatic up gradation of the platform❖ Xoxoday has developed and enabled an interesting way for the DE's to log into the platform using their mobile numbers and generate OTP's as password, which ensures ease of operation since the DE's are not very tech-savvy and are constantly on the move

- ❖ An easy yet secure solution was required and we delivered just that, the OTP based login is one of the most secure approaches; our catalog comprising of experiences and vouchers worked perfectly for it
- ❖ Xoxoday provided a good mix of options for the incentive structure that allows a DE to get as much as 10000 INR worth of points in a month and as small as 100 INR also, based on the incentive program and the denomination chosen

Easy steps:

- ❖ Log in to the platform using your mobile number
- ❖ Receive the OTP as password
- ❖ Redeem exciting experiences as per the points allotted

Perks of an enterprise platform:

-  **Instant delivery:** electronic or digital gift vouchers are delivered instantly 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 experience vouchers can be added in a single transaction and can be used within validity period till the balance is zero
-  **Flexible denomination:** Xoxoday experience 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; choose value as per the need
-  **Personalization:** client can personalize the Xoxoday vouchers with their name, message, denomination and company branding in digital format
-  **Zero operational overheads:** Xoxoday experience vouchers have no logistic charges or taxes and you can distribute them with the click of a button

Results:

- ❖ The OTP based solution effectively engaged 25,000 delivery executives
- ❖ The initial pilot project saw a huge response, and hence the model was replicated PAN India
- ❖ Automation of the incentive program and its workflow provided the DE's with ample amount of options for redemptions across exciting experiences and vouchers

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.