



Drive an Enhanced employee engagement through Community Formation

Sector:	Integrated Business Service Provider
Company:	Client is a leading provider of business services like technology solutions and people services
Location:	PAN India
About the company:	Client is a leading provider of business services in four sectors mainly technology solutions, people & services, facility management and industrial solutions. The client also specializes in providing executive search & recruitment, staffing solutions, skill development, industrial asset management, compliance & payroll and engineering solutions.
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ The client had diverse business units and divisions which were disconnected with each other❖ They wanted a platform which could serve various purposes of aligning their R&R program, a platform for employee engagement and collaboration which would allow them to create various groups and communities.
Existing solution:	<ul style="list-style-type: none">❖ The client did not have any platform or framework in place, to engage employees and reward them
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday offered the client a complete enterprise platform where they could reward, appreciate and make communities to collaborate❖ The platform was a self-serve platform, where one can manage rewards anytime, anywhere instantly❖ Set-up in less than 5 minutes, the platform provides metrics to measure the effectiveness of the reward program

How an enterprise platform works:

- ❖ The HR admin can set-up an account, create workflows, create user accounts and set rewards with assistance from the Xoxoday program manager
- ❖ The HR admin can allocate reward points to managers/department heads or can directly allocate points to employees as per budgets and reward criteria
- ❖ The employee can accumulate points and send peer to peer non-monetary 'cheers and badges', highlighting company values and leadership principles
- ❖ The employee can redeem the points against catalogue of experiences and gift vouchers available in the redemption section

Perks of an enterprise platform:

-  **Campaigns:** create and manage reward campaigns
-  **Reminders:** automated points redemption reminders to improve utilization
-  **Employee mood:** real-time employee mood survey to analyze the pulse of the organization
-  **Nominations:** design nomination workflows on unlimited reward possibilities
-  **Allocate budget:** allocate reward budget by departments, business verticals and as per workflows
-  **User management:** create multi-layered users and workflows for points allocation, approval, redemption
-  **Badges:** provide non-monetary but motivating badges to employees to boost their morale
-  **Polls & surveys:** design and manage organization wide polls & surveys for feedback on critical organizational decision points
-  **Community & groups:** create likeminded communities within the organization to increase participation and engagement e.g. music, arts, travel, trekking, sports communities
-  **Kudos & greetings:** design and greet employees on organizational values, leadership qualities for all occasions in the organization
-  **Global catalog:** over 10,000+ experiences, gift vouchers for all major global locations
-  **Reporting & analytics:** detailed and exhaustive reports on redemptions, point recharge, allocations, campaign effectiveness and more

Results:

- ❖ The first phase of the launch of the enterprise platform saw 3,500 employees actively interacting within the very first week
- ❖ They came up with more than 100 groups and communities and the level of engagement observed among employees was tremendous
- ❖ The employees have been using the platform extensively since then

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.