

A photograph showing a person's hand pointing at a laptop screen. The laptop is open on a wooden desk, and the screen displays a complex software dashboard with various charts, tables, and navigation menus. The background is a blurred office environment with windows.

Distributor Sales and Engagement program for channel partners

Sector:	Petroleum
Company:	One of the six oil and gas super-major of the world
Location:	Gurgaon
About the company:	Client is vertically integrated and is active in every area of the oil and gas industry, including exploration and production, refining, transport, distribution and marketing, petrochemicals, power generation and trading. It also has renewable energy activities, including in biofuels, wind and hydrogen. It has operations in over 70 countries, produces around 3.7 million barrels of oil equivalent per day and has 44,000 service stations worldwide.
Problem Statement/Challenges:	<ul style="list-style-type: none">❖ Wanted to have an automated, centrally controlled platform to engage and reward their 200+ distributor network across India
Existing solution:	<ul style="list-style-type: none">❖ The client takes up the performance and personal data from the financial system and uses multiple vendors across India for various reward options which takes time to implement and manage❖ The current solution also involves operational challenges and logistical issues❖ It is difficult to report and analyze the data, and at the same time maintain an upfront inventory of rewards❖ Less choices available in the catalogue which lack the appeal and engagement factor

Solution offered by Xoxoday:

- ❖ Xoxoday created a distributor engagement platform for the company which had 3 levels of audiences
- ❖ Primary being the campaign manager, secondary, the on-ground sales team and third, being the distributors
- ❖ The solution covered end to end engagement between the organization and the distributors including community and survey based communication
- ❖ Awarding real time points on different occasions & milestone achievements could be redeemed on experiences selected by the client

How the distributor engagement platform works:

- ❖ Channel partner participates in a survey or feedback program displayed on your website
- ❖ An e-Reward (brand gift voucher or experience gift voucher) is automatically delivered to the channel partner's email account post survey completion or subscription

Perks of offline shopping incentive programs:

- 🔗 **Scalable solution:** easy API integrations with the option of bulk upload
- 🔗 **Turnkey solutions:** integrate with existing point based loyalty platform with Xoxoday's enterprise reward solution
- 🏆 **High perceived value rewards:** delight customers via high perceived value experiences
- 📈 **Personalized offers:** 10,000+ experiences, 500+ gift vouchers in multiple denominations
- 🚀 **Instant rewards:** automated deliveries through APIs
- 📊 **Reporting and analytics:** increased reach through accurate financial reports

Results

- ❖ The distributor and dealer management program ensured that the top channel performers are awarded with a customized and highly perceived experience that managed timely bookings from the top performer, increasing the overall revenue
- ❖ An end-to- end solution offered a faster go-to- market approach
- ❖ Increased participation from customers resulted in having the right approach to make the correct decision
- ❖ Effective reporting and analyzing the data helped enhance the campaign ROI and effective reach, along with penetration to the rural segments

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.