



Enterprise Platform













for product launch Incentive for the Sales Team

Sector:	Pharmaceuticals
Company:	Client is a multi-national pharmaceutical that produces branded and generic drugs, and performs pharmaceutical research & development
Location:	PAN India
About the company:	Client is a global pharmaceutical company and a leader in a new industry model-growth pharma. Client is focused on developing, manufacturing and commercializing branded pharmaceutical, device, biological, surgical and regenerative medicine products for patients around the world. They market a portfolio of leading brands and best-in-class products for the central nervous system, eye care, medical aesthetics and dermatology, gastroenterology, women's health, urology and anti-infective therapeutic categories
Problem Statement/Challenge:	<ul style="list-style-type: none">❖ Client was looking for a solution where they can incentivize the sales team (ASO's) spread across multiple locations, on achieving their sales target on a quarterly basis through a single platform
Existing solution:	<ul style="list-style-type: none">❖ Client was procuring tangible gift item at different interval for each quarter which was a time consuming process, involving logistics and operational challenges
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday provided the client with the enterprise lite platform through which they could reward their ASO's on a real time basis❖ The enterprise lite platform is a self-serve platform where one can manage rewards anytime, anywhere instantly❖ Set-up in less than 5 minutes, it measures the effectiveness of your reward program❖ ASO's were rewarded for different categories like ladder 300, superlative PCPM, top gainers and max RXR, where the lite platform gave an option to accumulate points and gain maximum incentives in one quarter❖ This motivated all ASO's to perform better and redeem it against Xoxoday's holistic catalogue which includes experiences, gift vouchers, learn & grow activities and special perks

Easy steps to set-up the enterprise lite platform:

- ❖ 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 the budgets and reward criteria
- ❖ The employees can accumulate points and send peer to peer non monetary 'cheers and badges'. highlighting company values and leadership principles
- ❖ The employees can redeem the points against a 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 and 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 like minded communities within the organization to increase participation and engagement e.g. music, arts, travel, trekking, and sports communities
-  **Kudos & greetings:** design and greet employees on organizational values, and 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 enterprise lite platform has facilitated rewarding the ASO's and has improved the employee performance
- ❖ The R&R program saw employee productivity and recognition ratings improve month by month
- ❖ Xoxoday enabled the company to implement various awards and the HRs now have an automated platform to run their R&R program

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.