









Experiential Gifting to engage the clients

Sector:	Pharmaceuticals
Company:	Leading pharmaceutical and agrochemical company
Location:	Gurgaon (NCR)
About the company:	Client is an Indian Pharmaceutical Company. Its three major activities are manufacturing and marketing of bulk drugs, also known as API, (Active Pharmaceutical Ingredients), pharmaceutical formulation and fermentation biotechnology. It is present in the domestic as well as the international market exporting its products primarily to Europe, Latin America, Australia & South East Asian countries.
Problem Statement/Challenges:	<ul style="list-style-type: none">❖ They wanted to incentivize the doctors with high perceived value personalized gifts that can be shared with their family too
Existing solution:	<ul style="list-style-type: none">❖ Dinner bookings in local restaurants as per the availability of the doctors, which most of the time got rescheduled because of the uncertain nature of their practice
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday provided multiple experiences in customized box format to the doctors❖ Box was directly delivered to the doctors which had their name engraved on it, giving a more personalized touch & rich look to the gift❖ Additional to the dining options, were an array of adventurous activities, wellness retreats, tours & travel getaway options across multiple locations❖ For remote locations with limited options, exclusive experiences were curated within a short span

How to avail the experiences:

- ❖ Client can select an experience box based on requirements in terms of color, company branding and reward theme
- ❖ The box will contain redemption card, personalized message, experience booklet as per the client's requirements
- ❖ The physical box will be delivered to the designated address
- ❖ Employee can redeem the voucher codes to avail exciting experiences from the redemption platform

Perks of brand vouchers:

-  **Elegant packaging:** we have state of the art packaging techniques to make sure that we can provide a customized, memorable and long lasting gift box and experiences to delight your clients or employees
-  **Dedicated customer service:** a dedicated customer support to provide a seamless experience to your customers available 365 days from 9am to 9pm IST
-  **Quick turnaround times:** a seamless onboarding process to make sure that your reward program is live within few days
-  **Reporting & tracking:** a dedicated dashboard to track, manage the deliveries, redemptions for all your employees with detailed reporting and analytics
-  **Personalize the reward:** we provide multiple choices in terms of gift box colors, shapes/sizes, personalization of your logo, employee names and more, the gift boxes can be loaded with currency denominations as per your budgets and specifications
-  **Global delivery:** we have tied up with best in class logistics companies to make sure that the gift boxes can be sent to global addresses seamlessly, we also have over 10,000+ experiences, gift vouchers for all major global locations

Results:

- ❖ The pilot campaign initially was started for 5 locations and post its successful implementation, it got rolled out for multiple locations across the country
- ❖ Engagement increased manyfolds as the clients interesting gift options apart from the usual product or merchandise

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.