



Incentive Program






to gratify influencers to promote offline Shopping of the Product

Sector:	Tyres
Company:	Trusted name in the manufacture and sale of tyres across 100 countries
Location:	Gurgaon
About the company:	Client has been a trusted name in the business of manufacture and sale of tyres since 1972. With its corporate headquarters in Gurgaon, India, they cater to over a 100 countries across the globe. The company markets its products under two global brands available in countries across the globe through a vast network of branded, exclusive and multi-product outlets. It has multiple manufacturing units in India, the Netherlands and Hungary.
Problem Statement/Challenges:	<ul style="list-style-type: none">❖ Need of a solution to gratify the influencers on the spot for their support in selling the product❖ Effectively reach out to the puncture repairers and air fillers who aren't tech savvy and whose presence is across unorganized regions❖ A platform to engage the influencers to promote the product and be loyal to the brand, track and analyze the influencer data to measure the success of the campaign
Existing solution:	<ul style="list-style-type: none">❖ Gratification through the dealer at the dealer point❖ Managing the manual rewarding and gratification is a time-consuming process❖ Lack of control on rewards reaching the right winners at the dealer end, leading to grievances
Solution offered by Xoxoday:	<ul style="list-style-type: none">❖ Xoxoday created a solution wherein the influencer (puncture repairer and air filler) was gratified for his referral and sale on the spot through a simple SMS based mobile solution

Easy SMS solution:

- ❖ A unique code is printed on the product
- ❖ The customer can enter the code through an SMS
- ❖ Voucher delivery is automated through APIs on a webpage, mobile app, IVR or SMS

Perks of offline shopping incentive programs:

-  **Best suited for:** companies who sell physical product to customers
-  **Increased and effective distribution:** e-Reward distribution through a simple SMS
-  **Lower operating cost:** no physical products and issues associated with procurement
-  **Scalable and robust platform:** automatic delivery, data collection and reach
-  **Consumer insights:** instant data collection on customer's purchase, location and ticket size

Results:

- ❖ The campaign ensured that the sale of offline products increases considerably by spreading it by word of mouth publicity
- ❖ Rewarding the influencers instantly increases brand loyalty, ultimately increasing the offline sale of your product
- ❖ It ensured a strong hold on the dealer and influencer network to push the product into the market to create a lasting impact on the market

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.

Want to learn more about how Xoxoday's Rewards and Recognition platform can help your business?
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