



xoxoday



Businesses are
constantly looking to
improve Performance,
Revenue, Productivity
and Growth.

It's the **people** who drive
these metrics.

Employees

Sales, Gig & Channel Partners

Customers





Highly engaged &
motivated Employees,
Sales, Channel &
Consumers -

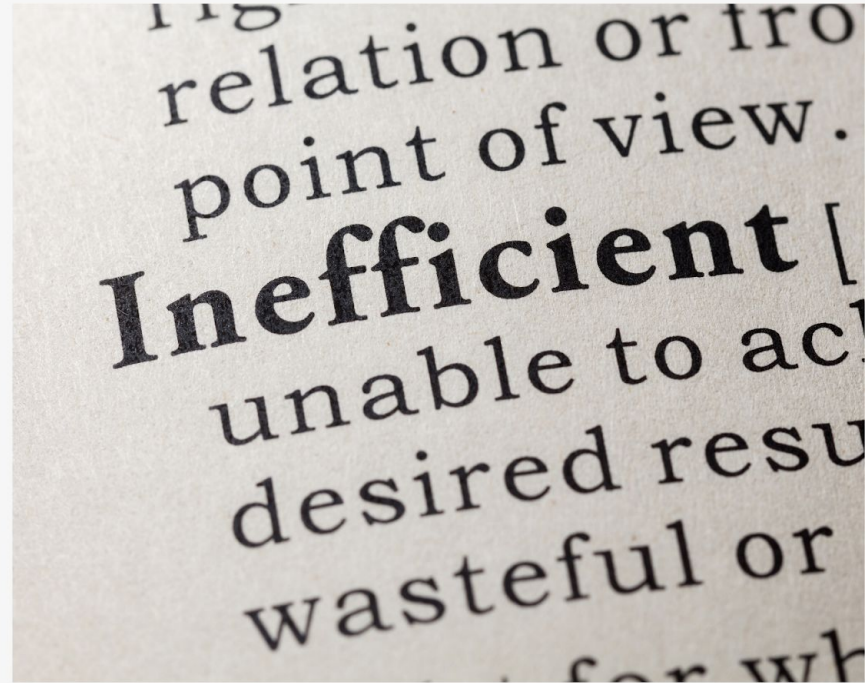
- can drive better
business results.

But...

Holistic solutions to motivate
and engage them don't exist.

Current **engagement**, rewarding and incentive solutions are inefficient.

HR, Marketers, Sales Leaders and CXOs have been striving to effectively engage and motivate employees, sales, channel partners and customers for accelerating business growth and reinforcing positive behaviors.





Shortcomings of the current solutions

Holistic engagement & motivation is defined as a right blend of intrinsic plus extrinsic motivation.

Most solutions are either focused heavily on the extrinsic or a part of the intrinsic aspect.

However, a human often needs a combination of both for a sense of fulfillment.

And there is a need of a solution that combines the both.



Issues for the decision makers.



Fragmented & Siloed



Low Tech & Manual



Poor Business ROI



Highly Operational



Complicated



High Costs

And the **end users** are not happy either.

OPERATIONAL CHALLENGES

Managing data, engagement insights,
distribution of rewards

MADE FOR ADMINS

Current solutions are focussed on
admins instead of end users

DISTRIBUTION DELAYS

Delay in calculation & distribution of
rewards & commissions



AVERAGE USER EXPERIENCE

Users have to use multiple products
leading to average user experience

CHOICE IN REWARD CATALOG

Limited choice of brands/ categories
available in catalogs

REPORTING ANALYTICS

Lack of analytics data to analyze the
product ROI, effectiveness & reach



INTRODUCING

xoxoday



1. Behaviors 2. Triggers 3. Actions 4. Results

Define behaviors you want to reinforce for your business.

Quantifiable behaviour
Triggers can be defined
For various parameters.

Run reward programs
Based on rule engines set
On triggers & milestones.

Measure results and ROI
Through these rewards
campaigns.



Using the Deming cycle principles

Continuous Feedback & Improvement

Plan and design the rewards & incentives initiatives for your employees, sales, channel or consumers

Plan

Connect & align everyone through transparent communication. Celebrate wins, encourage good behaviors with rewards.

Do



Act

Help you take intelligent & timely actions through nudges, early warnings and timely insights.

Check

Keep measuring metrics like NPS, CSAT, Growth & fine tune your action plan with data driven insights.

The complete toolkit for motivation & engagement. Rewards, Incentives, Benefits & Commissions simplified.



Connect, align, motivate and empower employees with Empuls employee engagement platform. Develop your employee experience to drive business results.



Gamified incentives & engagement platform to drive performance for sales teams, channel partners, gig workforce, delivery and call center teams.



Digitize rewards, benefits, incentives & savings programs. Powered with a global catalog of gift cards, experiences, perks, wellness & travel categories.

Xoxoday Product Features



20,000+ reward catalog globally

DIY & custom storefront

Integration APIs

Rule engine & triggers

Omni Channel distribution

Gift cards, experiences, perks, points & codes distribution



ALL OF PLUM

+

Award Workflows

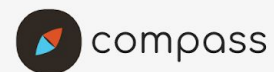
Empower with Surveys & 1:1 Feedback

Motivate with Rewards & Recognition

Groups & Communities

Omni channel distribution

Insights & Analytics



ALL OF PLUM

+

Goal Setting

Game Templates & Gamify targets

Incentive & commission Workflow

Nudges & Live Updates

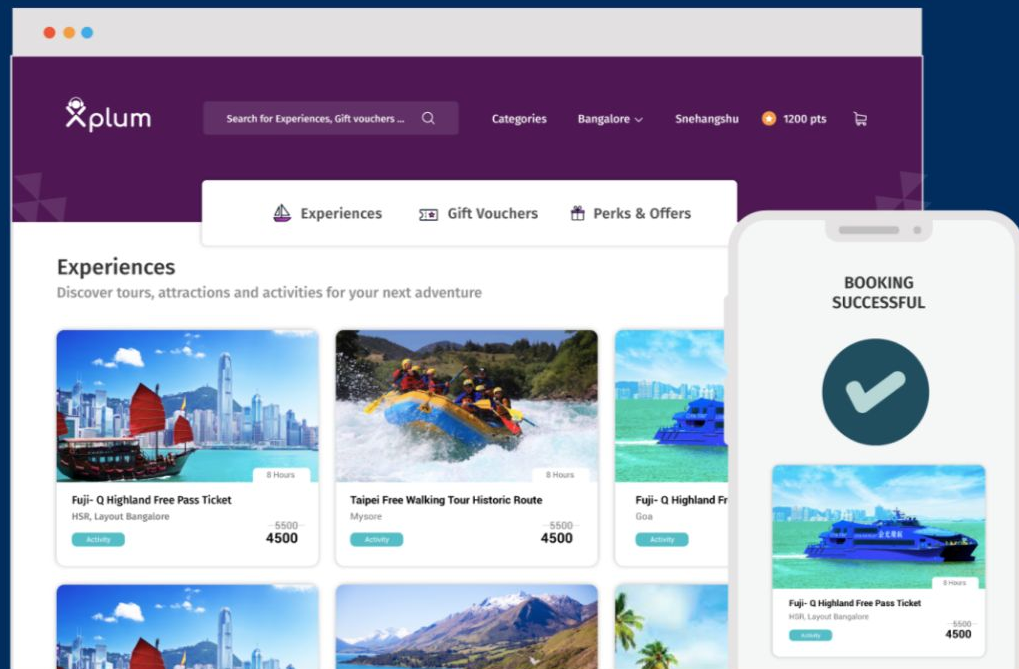
Commission payouts

Predictive analytics

Xoxoday Plum

A digital rewards automation platform

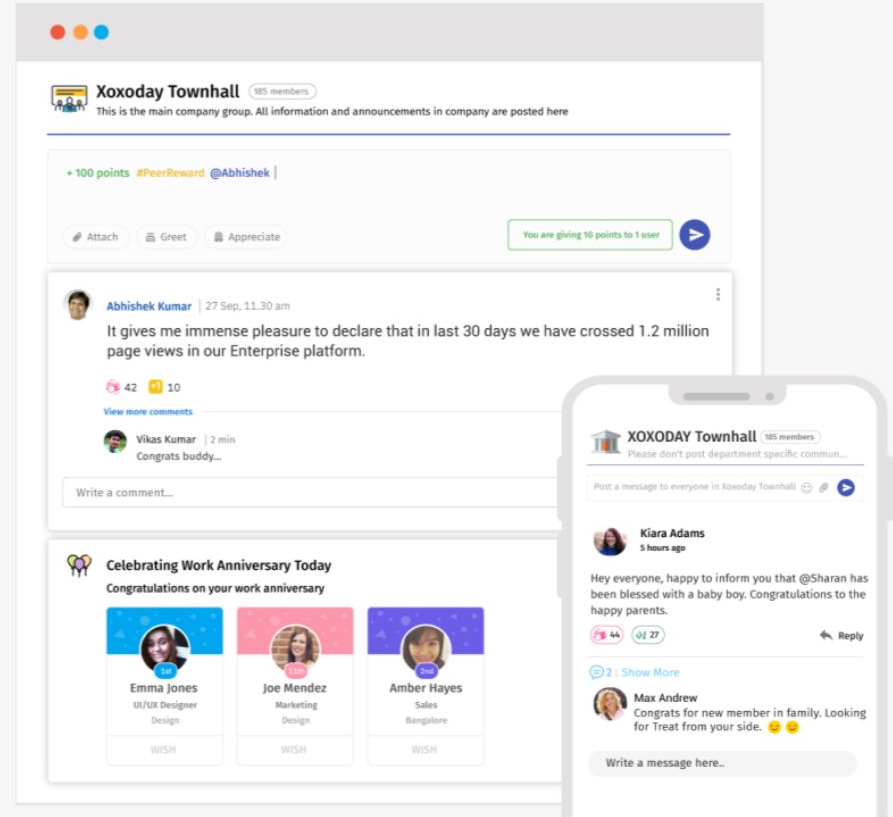
- Consumer Promotions
- Loyalty Programs
- Corporate Gifting
- Perks & Savings Program
- Survey Incentives
- Trade Incentives



Xoxoday Empuls

Helps companies to build a winning culture with engaged employees.

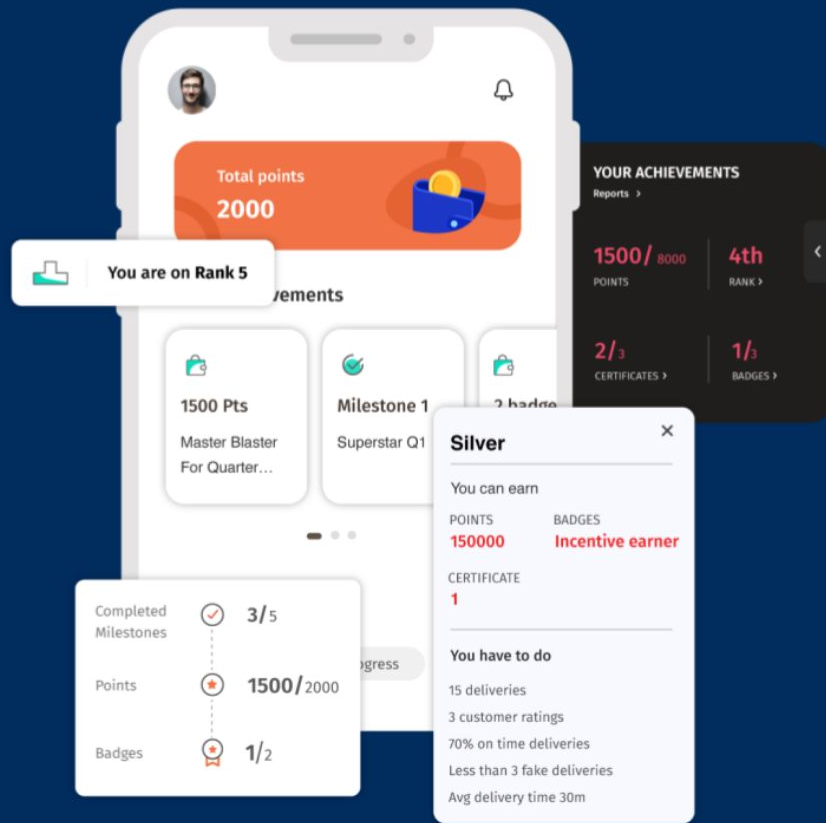
- ☺ Motivate employees with RnR
- Empower employees with Pulse Surveys
- | One-on-one feedback
- ✓ Holistically engage employees at office or remotely
- ↘ Align employees to shared vision & goals.
- ☺ Connect employees with interest groups, Company news and happenings.



Xoxoday Compass

Helps companies to engage & motivate sales,
Blue collar workers & channel partners.

- Establish effective communication
- Gamify targets for better performance
- Set up and execute incentive campaigns
- Align front line workers to larger vision & goals
- Get early warnings & predictions to improve performance



Robust & Scalable Tech Stack

Next Gen Technology with forward looking and scalable features, solving inefficiencies, and built for the end users.



100% Microservices
Architecture



AI & ML



Advanced
analytics



Integration with
Daily Use apps



Gamification
In-Built



Poly Cloud



DIY & Self Serve



Smart rule
engines



Multi-Lingual



Banking grade security
GDPR, ISO & SOC2
compliant



Blockchain
Loyalty



App Marketplace

Plug-n-play API integrations

HR tools

Integrate reward and gifting triggers through HRMS, RnR, ATS and LMS.



Ticketing tools

Integrate with customer ticketing and CSAT tools.

Marketing automation tools

Integrate rewards with CRM, Email tools, Influencer tools.



Survey tools

Integrate with survey response tools.

White glove support

Analytics & reports

Improve campaigns with data driven decisions.

Catalog

Fresh and global catalog at one place with best prices.

Technology

Reliable, flexible, scalable and secure technology at the core.

Easy Onboarding

Reduce manual errors & costs. Self serve set up in 60 min.

Security

GDPR, ISO 27001 and SOC compliant.

Instant Delivery

Instant rewards delivery anywhere in the world.

24 x 7 support

Dedicated customer & account support. Training material & resources.

No questions asked

No monthly minimums or hidden costs.

We deliver results to 1,000+ global clients and 2M users.

Xoxoday



Long Service Awards :
~5,000+ awards delivered over the last 2 years



Catalogue APIs for end users: ~120K transactions per year



Incentives to boost survey response: ~25% improvement in response rate



Reward solution for shop floor employees: ~2,500 awards delivered in last 6 months



Employee Engagement:
Reduced program execution cost by 75%



Customer Retention & Referral: ~1,000 new referrals in last 6 months



Employee Benefits:
~150K users benefited through the platform



Dealer Engagement:
500+ pan India dealers engaged



Offline Customer Reward Program: US\$ 2M worth of rewards distributed



Communities Groups:
~25 communities created with 5,000+ members



Sales & Hotel: Around 250+ partners rewarded within 6 months



Long Service Awards:
Improved Engagement by ~25% within 6 months of program launch



Feedbacks & Surveys:
25+ surveys created for around 4,000+ Employees



Automated birthday awards for employees:
Reduced efforts worth 2 FTEs



Automated rewarding for employees: Platform implemented for ~250 employees



Long Service Awards:
~50,000+ employees awarded in over 20+ countries

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WE ARE WHAT WE REPEATEDLY DO.
EXCELLENCE, THEN, IS NOT AN ACT, BUT A HABIT.

LET'S TALK

cs@xoxoday.com
www.xoxoday.com

Australia | India | Ireland | Philippines | Singapore | UAE | UK | USA

FAQ'S

01

How much time does it take to go live?

Xoxoday products are DIY and one can go live within 60 min. Depending upon your business complexity & data readiness, our customer success team ll help you onboard.

02

Can I use any one or all Xoxoday products

Each product is designed for a specific audience & can be used individually. However, all the products are integrated and can be used together too.

03

Which all countries are you operational?

Xoxoday has clients all over the world & has right teams or partners to support you. The rewards catalog is also in more than 75 countries.

04

How does the expiry of these rewards work?

The expiry of rewards depends upon various brands T&Cs. Generally its one year from the date of issue.

05

How does the pricing & payment work?

The pricing details are mentioned on website. We accept payments through various global online gateways.

06

Are the solutions available on both web & mobile?

All Xoxoday products are available on both web and mobile and work on all platforms.

07

Can I transact in multiple currencies?

Yes, you can transact in USD, Euros, SGD, AED, INR, Pounds and more .

08

Is transaction data secure ?

Yes, we secure your data and information, complying with GDPR, ISO 27001 and SOC standards.