

A leading food ordering and delivery startup

improves delivery executive engagement with Xoxoday

Turnover	USD 158 Millions
No. of Delivery executives	2.5 Lakhs+
Location(s)	Pan India
Industry	Food Delivery
Product used	Xoxoday Empuls

Key Results (System Stats)	
Adoption	97%
Increase in Rewarding%	72%
Increase in Redemption%	44%

Client

The client is a large food ordering and delivery platform in India. They started their operations half a decade back and since then, have snowballed to expand into a wide network of delivery executives. Over the years, their delivery network and ordering technology has transformed food ordering and delivery landscape - making it extraordinarily accessible and reliable.

Challenge

Managing and onboarding a manpower of over 200000 delivery executives onto a platform comes with its unique set of challenges. Making sure the organisational values and strategic priorities trickle down to each of them and evaluating the efficiency of this was a herculean task. Before Xoxoday, the client was trying to manage this using dispersed and regional employee programs that were run by local management teams. Initiatives were rendered inefficient because the time taken to dissipation was ineffectively high. This tedious management of the reward programs also resulted in huge operating overheads.

The other aspect to this challenge was that the delivery executives did not work out of offices but out of their delivery vehicles. They were dispersed across locations and geographies and this also limited control on their performances. This made it extremely difficult to unify and implement the initiatives and to track their activities.

The Evaluation Process

The client chose Xoxoday from an option of 4 others, and the following were the key reasons for this decision:

1. Exceptional Technology

Xoxoday Empuls allowed the client to robustly design their incentive, reward and perk programs. The team was open to discussing the requirements in detail and providing insights of how to efficiently integrate these programs using Xoxoday.

2. Reporting and Analytics

Xoxoday Empuls provided detailed data reporting and analytics tools. These data tools were key for the efficient use of the system because of the vastness of the data that 1.2 lakhs users would generate. These data points were to be used as key metrics for the delivery executive performance and efficiency.

3. Customer Support

Managing support for over 2 lakhs users was vital and impacted adoption directly. Xoxoday promised customer support despite this large volume.



'Xoxoday has given us a platform to truly appreciate the hard work of our delivery executives who are the heart of our operations.'

VP Operations

Solution

97% of the Delivery executives Adopted the platform

Getting the delivery executives from across the country on-boarded on the platform was the first part of the challenge. The rewards automation interfaced with the client's operations, allowing points to be rewarded at each milestone achieved by the delivery executives. This instilled interest and lead them to start using the Xoxoday Empuls to evaluate their achievements.

The second part of the challenge was to get the delivery executive logged on to this platform. To solve this, operations heads used Xoxoday's Feeds & Announcements feature on the platform to disseminate the details of the reward programs planned for the delivery executives. This way, each and every delivery executive was updated on the most recent rewards scheme and initiatives, instantaneously, with zero operational overheads.

Another reason for this extraordinary adoption rate was that the existing privileges were integrated onto the platform. Xoxoday Empuls was incorporated as the unified platform to avail privileges like Insurance, doctor on call, educational scholarship and personal loan facility.

Rewarding increased to 86% from 14%

The client designed their rewards around attendance, shift completion and delivery times of the delivery executives. The percentage of rewarded employees represents their achievements in terms of these business metrics. The rewarding percentage increased from 14% in July 2018 to 86% by January 2019. The rewards directly represented the achievement of business metrics.

Redemption increased to 70% from 26%

Redemption is an important metric from the engagement perspective for the operations managers at the client organisation. Redemption is currently 70% of rewards from 26% in July 2018 (out of 86% rewarded). The managers use this value to indirectly indicate engagement. They have postulated that the redemption value indicates the number of executives who are actively engaged and who revel in the results of their achievements. This inturn, represents a stark increase of 44% in engagement scores of the delivery executives, post implementation.

The operational benefits of this implementation were two folded. First is the cost savings involved in implementing incentive and benefit programs across 120 locations and second is the incremental operational efficiencies achieved due to the regularised attendance and efficient delivery times.

Seamless and robust implementation across these 1.20 lakhs of executives has been a stark achievement. This implementation has resulted in Xoxoday Empuls to become the centerstone in driving growth and productivity of the client organisation.

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