

# Brands want to reinforce positive behaviours through rewards



Organizations want to motivate people (Employees, Partners,  
Sales team, Consumers) for driving better business results.

# But holistic solutions don't exist

HR, Marketers, Sales Leaders & CXOs need to motivate employees, sales teams, partners and customers for accelerating growth and productivity.

## Fragmented solutions

Lack of technology solutions which cover the entire journey from trigger to action.

## Lacks of insights

Disconnected solutions lead to poor visibility in campaign effectiveness & ROI.

## High Costs

Multiple vendors, manual administration, inventories, support teams increases costs.

## Average user experience

User experience is compromised due to lack of technology or catalog or holistic system.



# And the end user is not happy either

Your employees, channel partners, consumers, panelists, referees and more for whom you are running these campaigns don't get a delightful experience.



### Delayed gratification

End users don't get the reward on time.



### Limited choice

The choice of rewards is very limited and not good.



### Broken experience

The user journey from reward to redemption is broken.



### Average support

The support is not available when they need it.

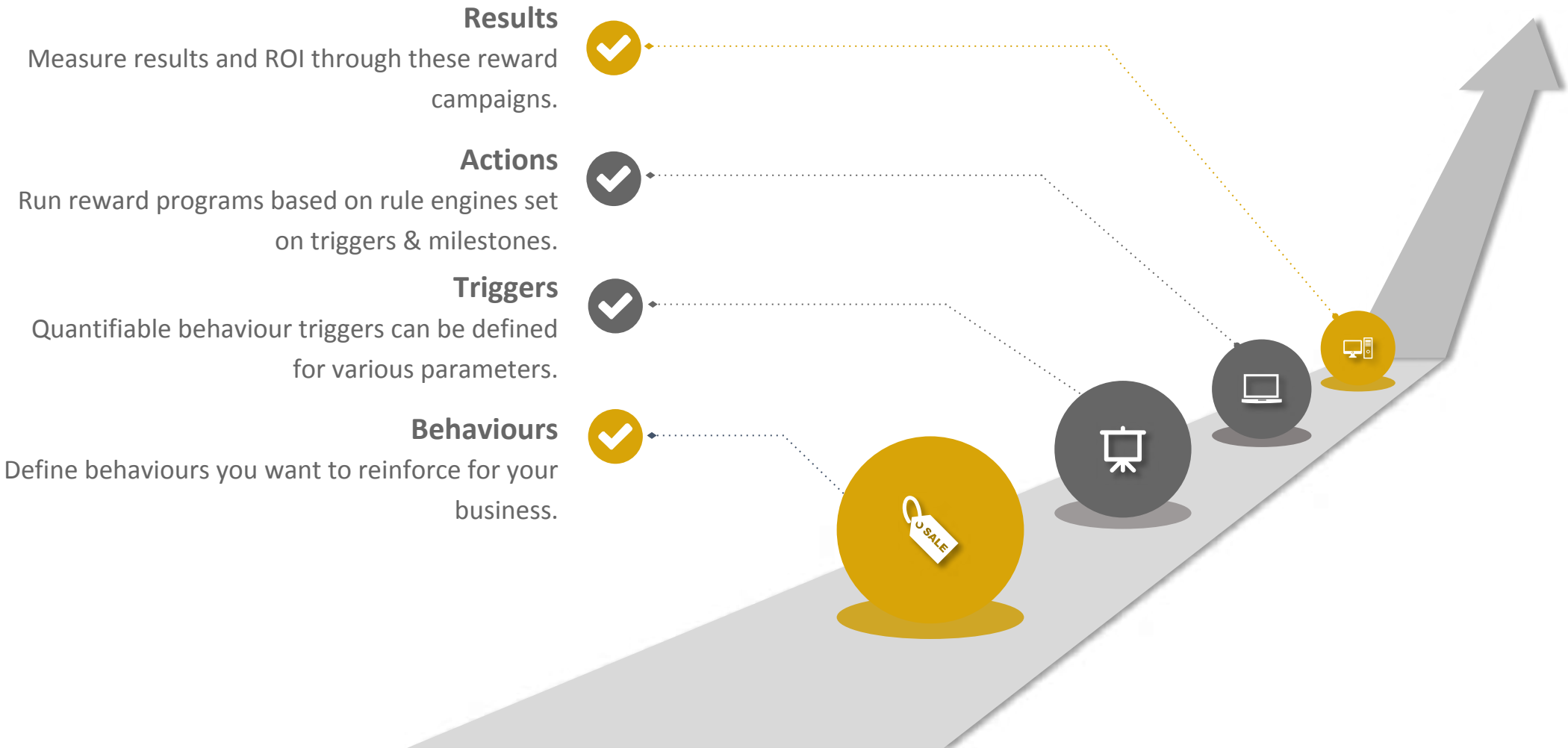




# Welcome to Xoxoday Plum

A holistic & cost effective  
rewards & incentives solution.

# Behaviours, Triggers, Actions, Results

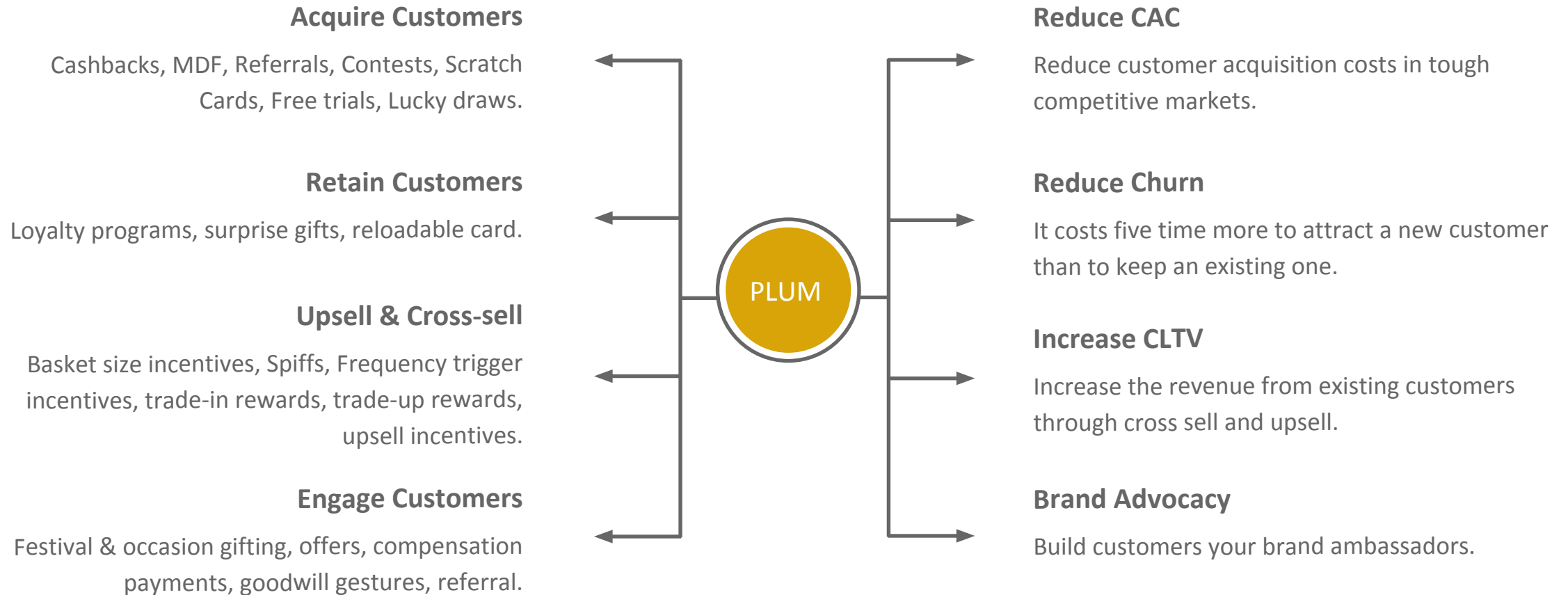


# One solution, for all your behavioural trigger based rewards

User Groups	Responsible Department	Key Behaviours	Motivators	Business Goals
<b>Employees</b>	HR, Managers, CXOs in all companies	Performance, Productivity, Team work, retention	Tenure, team, performance awards. festivals & occasions gifts	Improve performance, productivity, eNPS, growth
<b>Sales Teams</b>	Sales heads in all companies	Performance, team work, retention	Sales incentives, performance awards	Improve performance, retention, revenue growth
<b>Partners, Agents, Dealers, Distributors</b>	Sales & Marketing teams in FMCG, FMCD, ITeS, Insurance	Performance, happiness, retention	Milestone incentives, festival gifts, tenure awards	Tenure, team, performance awards. festivals & occasions gifts
<b>End Consumers</b>	Marketing teams in FMCG, FMCD, Retail, Ecommerce, Real Estate	Loyalty, Interest & desire	Rebates, offers, cashbacks, referral incentives	Reduce CAC, improve CLTV, upsell, cross-sell
<b>B2B Clients</b>	Sales & Marketing team in IT and Consulting	Loyalty, Interest, Desire	Sign-up, lead generation, referral rewards & offers	Reduce CAC, New revenue
<b>Survey Panelists</b>	Marketing research in FMCG, FMCD, Analytics, Healthcare, IT	Responsiveness, Quality	Survey participation, fill rate and response incentives	Data & insights
<b>Quality &amp; Customer Care teams</b>	Quality teams in BPO, IT, Pharma, Auto, Travel	CSAT, NPS, Quality	Spot awards, milestone based incentives, bug bounty	Low defects, high quality
<b>Delivery teams</b>	Operations teams in E-commerce and logistics	CSAT, NPS, Quality	Milestone based incentives	Customer satisfaction & growth

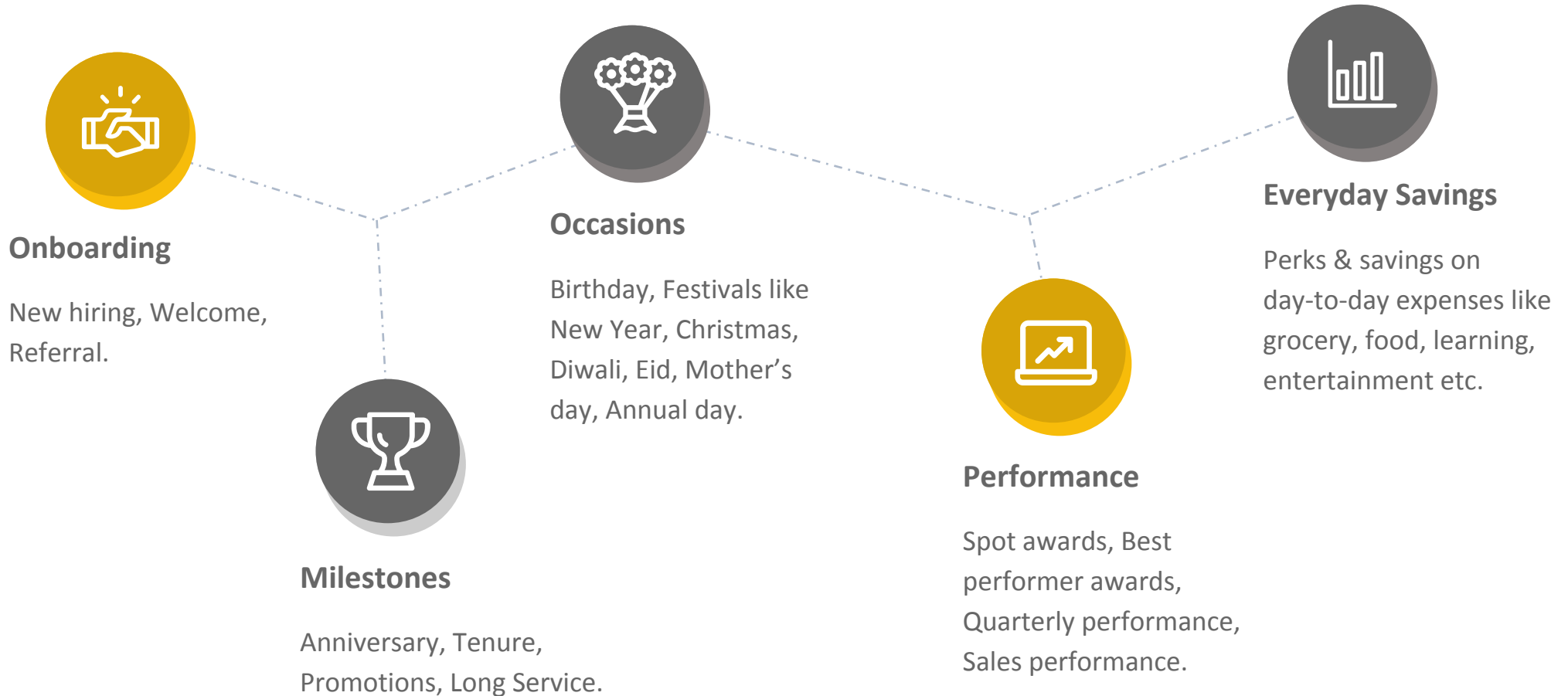
# Let's see Plum for influencing consumer behaviour

Rewards & Incentives engine for customer lifecycle (B2B/B2C).



# and for an employee lifecycle

Rewards & gifts for every stage of employee (Sales, Quality, Delivery) lifecycle.





# The Plum rewards bouquet



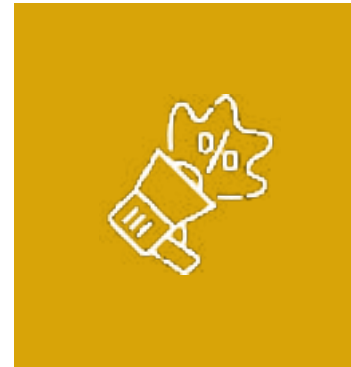
Xoxo Voucher Code



Xoxo Points



Gift Cards



Perks & Discounts



Experiences



with thousands  
of global reward  
choices



Fashion



Automobiles



Baby and Kids



Beauty & Wellness



e-Subscriptions



E-Commerce



Electronics



Experiences



Fintech



Grocery & Retail



In-house brands



Learning



Mobile Recharges



Entertainment



Gifts



Food



Software



Sports & Fitness



Travel



Jewellery



Home and Living



Charity



Cash Cards



Insurance



Savings

# like Xoxoday Voucher Code & Points

## One click redemption

Instant delivery anywhere in the world.



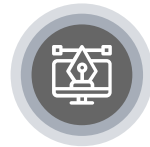
## Flexi Denomination

Choose the denomination of your choice and need.



## Personalize

Customize the logo, message, colors the way you want in a click.



## Global catalog

Redeem instantly on a wide range of 10,000+ catalog options.



## Omni-channel

Deliver in bulk or single through email, SMS, apps, APIs or whatsapp.



## Multi-Currency

Send in the currency of your choice to different countries.



# and Brand Gift cards

1

## 3000+ global option

A global gift card catalog covering more than 70 countries with 3000+ options.

2

## Multi-currency & value

A single catalog for all currency gift cards in any denomination of your choice.

3

## 20+ Categories

Gift cards in different categories like fashion, gadgets, wellness, utilities, charity, education and more.



4

## Omni-channel delivery

Delivery via SMS, Email, Whatsapp, In-app or through APIs integrated with your systems.

5

## Real time delivery

Instant delivery of gift cards anywhere, anytime.

6

## One click redemption

Hassle free redemption of gift cards in a single click.

# and Perks, Benefits & Discounts



## 3000+ Retail Discounts

From department stores to fashion, staff perks online and in-store

## SUPERMARKETS UP TO 7% OFF

Tesco, M&S, Big Bazaar, Best Buy



## CINEMA UP TO 40% OFF

Vue, Cineworld, PVR, Bookmyshow and Odeon tickets



## TRAVEL UP TO 50% OFF

Hotels and packages, upgrades and late checkouts



## ELECTRONICS UP TO 35% OFF

HP, Apple, Currys, Lenovo and Microsoft



## DEPARTMENT STORES UP TO 15% OFF

Debenhams, House of Fraser, Harrods, Reliance

## MOBILE: UP TO 10% OFF

Vodafone, Flipkart, Amazon and more



## Earn more with savings

Save money on your monthly essentials like grocery, utilities, food, and fun.



## More than 5000 global options

Wide variety from over the world in categories like dining, fitness, shopping, fashion, subscriptions and more.



## Financial & Wellbeing Benefits

Benefits ranging from insurance, loans, wellness, medical and more.



## Discounts on your favourite brands

Enjoy curated discounts from brands which you love & use.

# a glimpse of Perks & Gift cards

A collection of 10,000+ gift cards & perks across the globe.

## Automobiles



## Children



## Books



## Fintech



## Charity



## Entertainment



## Food



## Fashion



## Retail



## Health



## Utilities



## Learning



## Gadgets



## Shopping



## Travel



## Subscriptions



# and Experiences and Activities

Collect memories with lifetime experiences and activities. Handcrafted and curated list from all over the world through our partners.



Choose from a wide variety of your choice.



Book, Reschedule or Cancel as per your choice.



5,000+ international experiences and activities in 50+ countries.



# with Omni-channel Delivery

Choose delivery modes the way you want

## Emails & Notifications

Personalized reward delivery on emails or push notifications.

## On Screen, In-app

On-screen view of rewards or In-app delivery.

## APIs

Developer APIs so that you can integrate with systems you use.



## Physical couriers

Deliver handpicked and elegant gift boxes for Long service awards and gift cards.

## SMS & Whatsapp

Deliver to mobile numbers through SMS and Whatsapp.

## Mobile & Web

Available on both web and mobile interface.



# and Plug-n-play API integrations

01

## HR tools

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

 Zoho People

SAP SuccessFactors 



Achievers

 Zendesk

 freshdesk

servicenow

02

## Ticketing tools

Integrate with customer ticketing and CSAT tools.

03

## Marketing automation tools

Integrate rewards with CRM, Email tools, Influencer tools.

 HubSpot

 salesforce

 SurveyMonkey

 Typeform

qualtrics

04

## Survey tools

Integrate with survey response tools.

# and support throughout

White glove support throughout rewards cycle

✓ **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.



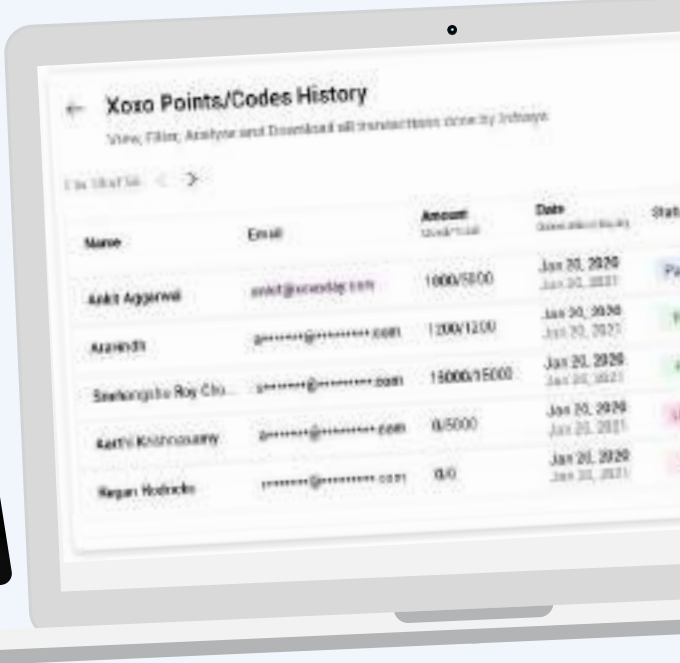
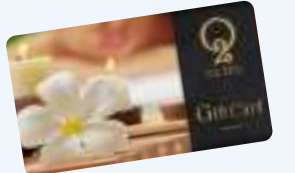
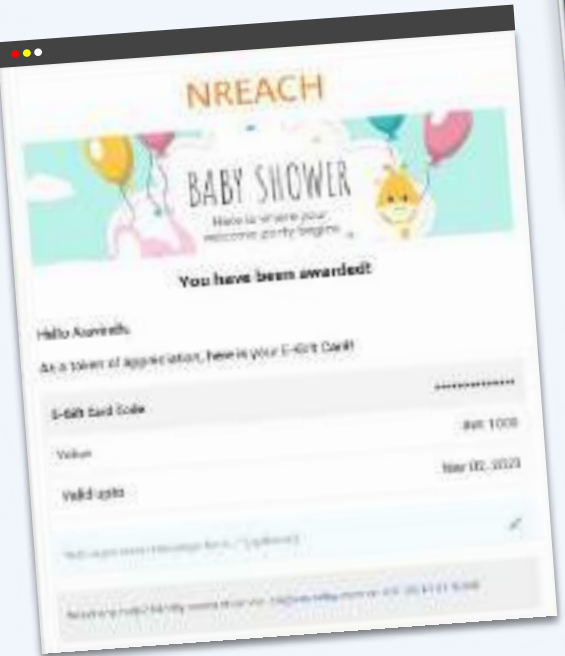
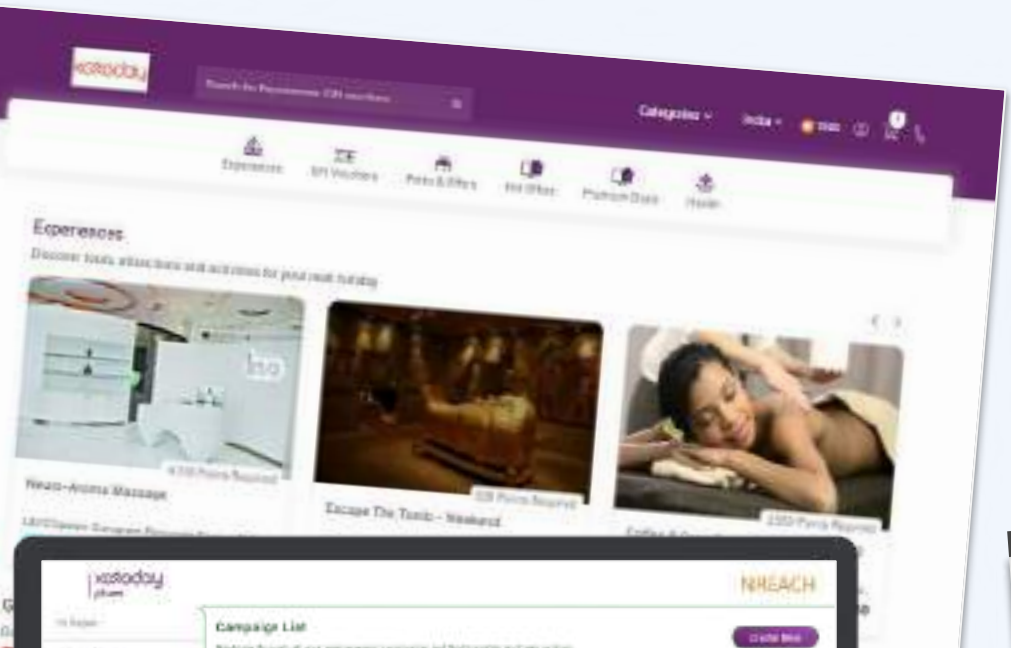
**Security** ✓  
GDPR, ISO 27001 and SOC compliant.

**Instant delivery** ✓  
Instant rewards delivery anywhere in the world.

**24\*7 support** ✓  
Dedicated customer & account support. Training material & resources.

**No questions asked** ✓  
No monthly minimums or hidden costs.

# Check how Plum works



and delivers  
promise to  
1,000+ global  
clients and  
2 mn users



**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 and 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

*People work for money but go the extra mile for praise, recognition, and rewards.*

## Let's Talk

[cs@xoxoday.com](mailto:cs@xoxoday.com)

[www.xoxoday.com](http://www.xoxoday.com)

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

# FAQs

01

## Why is Plum rewarding better than giving out cash?

Plum rewarding is digital and frictionless that can be instantly transferred to anyone, anywhere. Companies can save on manual costs, processing fees, avail volume discounts on purchases.

02

## Is the user taxed for receiving points?

Users will have a personal tax liability over a certain monetary value of rewards (different countries have different reward value limits for tax).

03

## If a desired gift voucher or catalog option is not available on Plum, can you procure it for us?

Yes, we will make every effort to get it in your catalog.

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

## Can there be more than one users and admins in Plum?

One super-admin and multiple sub-admin roles will be present for every Plum subscription. The super-admin will be able to set the permissions.

06

## Can I decide redemption options for my users ?

Yes, you can handpick the redemption options that are meaningful to your users from our catalogue of 5,000+ experiences, 3,000+ gift vouchers and 10000+ perks.

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.