

BORDERLESS ACCESS · MARKET RESEARCH | SURVEY PANELIST REWARDS

One platform to reward panelists across 31 countries, instantly

How a global market research company went from managing multiple vendors across dozens of markets to a single rewards platform - fulfilling 90,000+ vouchers at 99% delivery rate.

COMPANY PROFILE

INDUSTRY

Market research & insights

HEADQUARTERS

India

USE CASE

Survey panelist incentives

PANELISTS REWARDED

90,000+

COUNTRIES COVERED

31

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum - Standalone Distribution

API-powered reward distribution engine across 31 currencies, with instant digital delivery to survey panelists globally.

GLOBAL REACH

Multi-currency, multi-geo delivery

Rewards delivered in local currency and language to panelists across India, the USA, Indonesia, the Middle East, Africa, Europe, and beyond - from one admin portal.

AUTOMATION

Reward automation

Survey completion triggers rewards automatically via API - no manual intervention, no CSV uploads, no delays.

THE CHALLENGE

16 vendors, weeks of delays, and a panelist experience that didn't match the research they were delivering

Borderless Access runs one of the world's most sophisticated research panel ecosystems. The quality of that research depends on engaged panelists who feel valued for their time.

The problem was that rewarding them had become an operational burden that undermined the very experience it was meant to create.

- **Multi-vendor complexity** managing 16 separate vendor relationships, one per region or reward type - every new market meant a new contract, a new integration, and a new reconciliation process
- **Slow procurement and disbursement** procurement cycles were lengthy, and disbursement timelines stretched across days. Panelists in markets like Indonesia, Saudi Arabia, or Kenya waited far longer than they should
- **Lack of instant gratification** delayed rewards break the feedback loop - a panelist who waits days for an incentive is less likely to respond to the next survey
- **No unified visibility** with spend scattered across 16 vendors, there was no single view of reward operations

THE SOLUTION

A single distribution engine for every market, every panelist, every reward type

Borderless Access implemented Xoxoday Plum as their global panelist incentive platform. Survey completion events trigger reward dispatch via API with no manual intervention - vouchers reach panelists in their local currency within minutes of completing a survey.

- **API-based distribution** reward triggers fire directly from the research ops workflow; no manual export, no CSV uploads per cycle
- **31-currency catalog** panelists in India, Indonesia, Egypt, the UAE, South Africa, the Philippines, and 25 other markets receive locally relevant rewards
- **Instant digital delivery** vouchers land in panelists' inboxes within minutes of survey completion
- **Consolidated vendor management** 16 separate supplier relationships replaced by one platform, one contract, one reconciliation view
- **Real-time reporting** every reward sent, delivered, and utilised is visible in the admin portal

THE RESULTS

Global scale, consolidated into one

Borderless Access distributed reward vouchers to survey panelists across countries - covering e-commerce, digital wallets, mobile top-ups, grocery, fashion, and more. What was once a multi-vendor coordination challenge now runs through a single admin portal.

90K+

Reward vouchers distributed to
panelists across 31 countries

31

Countries covered - from one platform
and one contract

99%

Fulfilment rate across all panelist
rewards

Plum by Xoxoday

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