

LEADING BUILDING MATERIALS MANUFACTURER, INDIA | **EMPLOYEE RECOGNITION**

A leading building materials company builds a reward program employees actually return to

By connecting Xoxoday Plum's storefront directly to Darwinbox, this 8,000+ employee manufacturer gave employees a seamless, one-click redemption experience across 12 reward categories, with zero new logins, no additional engineering, and a 94% rewards utilization rate.

COMPANY PROFILE

INDUSTRY Building Materials & Manufacturing	REGION India	WORKFORCE 8,000+ employees	PROGRAM PARTICIPATION 73% of eligible employees enrolled
HR PLATFORM Darwinbox	PROGRAM TYPE Employee recognition & rewards	DURATION 20 months (Nov 2024 to Jun 2026)	

CAPABILITIES USED

HRMS INTEGRATION

SSO Rewards Storefront via Darwinbox

Xoxoday Plum's pre-built connector for Darwinbox meant no custom engineering. Employees access the rewards storefront with a single click from inside the HRMS they already use, with no separate login or new app to download.

REWARD CATALOG

Multi-category catalog across 12 reward categories

With 1,200+ unique products across 12 categories - shopping, fashion, dining, travel, groceries, entertainment, mobile top-ups, and jewellery - the storefront offered genuine choice rather than a shortlist of generic gift cards.

PAYMENTS

Co-pay: points + Razorpay top-up

Employees who want a reward that exceeds their points balance can top up the difference via Razorpay directly within the storefront. Used across the program period, with employees voluntarily adding their own funds to unlock preferred brands like Tanishq and Malabar Gold.

REPORTING & GOVERNANCE

Finance-grade reporting and single invoicing pipeline

Every redemption is tracked in real time in the Xoxoday Plum admin portal. The finance team moved from multi-vendor reconciliation to a single dashboard with downloadable reports and a unified wallet, eliminating settlement delays.

THE CHALLENGE

A reward program that existed in name, but not in practice

The company ran people operations on Darwinbox and issued reward points, but there was no fulfillment layer attached. Employees had limited brand options and a cumbersome redemption process that did not reflect the diversity of the workforce.

Managing reward payouts through multiple vendors created billing complexity, delayed settlements, and no consolidated view of what employees were redeeming. Finance had no single source of truth.

- **No structured redemption layer in Darwinbox** Employees had limited brand options and a cumbersome redemption process that did not reflect the diversity of the workforce.
- **Fragmented vendor relationships and reconciliation overhead** Managing reward payouts through multiple vendors created billing complexity, delayed settlements, and no consolidated view of what employees were redeeming. Finance had no single source of truth.
- **Low program engagement** The limited catalog and friction in the redemption flow meant employees were not engaging meaningfully. A one-size-fits-all approach failed to serve a workforce with varied preferences across roles and locations.

THE SOLUTION

One-click SSO storefront embedded in Darwinbox, with a catalog configured for India

When an employee earns points through a milestone, performance trigger, or recognition event in Darwinbox, they are redirected into the Xoxoday Plum storefront in a single click. No separate credentials, no re-authentication. The points balance follows seamlessly.

The storefront spans 12 reward categories: shopping and retail (Amazon, Flipkart), fashion (Myntra, AJIO), dining (Swiggy, Zomato), groceries, entertainment, travel, mobile top-ups, and jewellery. Both digital gift cards and select physical merchandise are available, giving every employee a relevant choice.

- **One-click SSO storefront embedded in Darwinbox** no separate credentials, no re-authentication - employees access rewards from inside the HRMS they already use every day.
- **Multi-category catalog configured for the Indian market** 12 reward categories including Amazon, Flipkart, Myntra, AJIO, Swiggy, Zomato, groceries, entertainment, travel, mobile top-ups, and jewellery - digital gift cards and select physical merchandise.
- **Co-pay for premium redemptions** employees who want a reward that exceeds their points balance can top up the difference via Razorpay directly within the storefront, unlocking

brands like Tanishq and Malabar Gold.

- **Finance-grade reporting and a single invoicing pipeline** every redemption tracked in real time, with downloadable reports and a unified wallet - eliminating settlement delays and multi-vendor reconciliation.

THE RESULTS

A catalog employees actually came back to

The figures below come from a 20-month program window (November 2024 to June 2026), illustrating how employees engaged with the Xoxoday Plum storefront when given a seamless, one-click redemption experience across 12 categories.

- **Shopping & Retail led redemptions** 50.5% of total orders were Shopping & Retail (Amazon, Flipkart), followed by Fashion & Lifestyle at 10.3%, Grocery & Everyday at 8.8%, and Dining & Food at 7.5%. Every one of the 12 categories saw active redemption.
- **Repeat engagement confirmed catalog depth** 36% of employees returned to redeem more than once - more than one in three employees found something worth coming back for, the next time a reward landed in their account.
- **Fulfillment at scale** 4,500+ reward orders fulfilled across the program, with 98% successfully delivered. No separate vendor coordination, no manual chasing, no reconciliation lag.
- **Finance team moved from many vendors to one** replacing fragmented vendor relationships with a single Xoxoday Plum account gave the finance team one invoicing pipeline, one reconciliation report, and real-time redemption visibility across the entire program.

4,500+

Reward orders fulfilled across the 20-month program

94%

Rewards utilization rate: points redeemed vs distributed

73%

Program participation: eligible employees enrolled

36%

Repeat engagement: employees who redeemed more than once

SECURITY & GOVERNANCE

Security and governance built for enterprise scale

For an 8,000+ employee enterprise, reward program security is not optional. The Darwinbox and Xoxoday Plum integration is built on enterprise-grade controls at every layer, ensuring reward policy compliance, auditability, and zero unauthorized access.

- **SSO and SAML authentication via Darwinbox** Employees authenticate through their existing Darwinbox identity. No separate credentials, no new passwords. Access is centrally managed and instantly revocable when an employee exits.

- **Role-based access control (RBAC)** Least-privilege model with maker-checker approval for all catalog changes. Admin capabilities are scoped by role, preventing unauthorized reward issuance or budget overrides.
- **Redemption-time risk controls** Device fingerprinting, velocity checks, IP monitoring, and automated order holds flag unusual redemption patterns in real time before they escalate. High-value redemptions trigger additional verification.
- **Immutable audit logs** Every redemption event is recorded in an append-only, SOC 2 and GDPR-compliant log. Finance and compliance teams have a complete, tamper-proof record for reconciliation, internal audits, and policy enforcement.
- **Enterprise certifications** SOC 2 Type II, ISO 27001, GDPR, CCPA, and CRPA certified. Penetration testing reports available under NDA for enterprise security evaluations.

THE DARWINBOX INTEGRATION MADE THIS SEAMLESS FOR OUR HR TEAM.

“Employees earn points through the platform they already use every day, and redemption is just one click away. We finally have a reward program that people actually look forward to using.”



Head of HR Operations

Leading Building Materials Manufacturer, India