

CAPGEMINI · TECHNOLOGY & CONSULTING | EMPLOYEE RECOGNITION

How Capgemini unified employee rewards across departments - fulfilling 10,600+ rewards

A global technology consultancy replaced fragmented, manual reward distribution with a single, code-based rewards platform - and saw near-universal voucher uptake across its workforce.

COMPANY PROFILE

INDUSTRY	HEADQUARTERS	PROGRAM TYPE	REWARDS FULFILLED
Technology & Consulting	Paris, France	Employee rewards & recognition	10,600+
DISTRIBUTION METHOD	GEOGRAPHY		
Xoxo Codes	India		

CAPABILITIES USED

DISTRIBUTION

Xoxo Codes - bulk code generation & distribution

Pre-generated reward codes distributed to employees and department heads in bulk - enabling each HRBP to run their own recognition programs without central coordination.

FULFILLMENT

Instant digital delivery

Voucher codes delivered directly to recipients at the moment of issuance - no manual processing, no procurement lag.

CATALOG

Multi-category rewards marketplace

900+ products across shopping, food & dining, mobile & payments, travel, health & wellness, and entertainment.

VISIBILITY

Real-time reporting & admin portal

Every issuance, redemption, and voucher status visible in real time - giving HR and finance teams full visibility.

THE CHALLENGE

A global workforce, a fragmented rewards process

Capgemini's HR and people operations teams faced a common but deeply frustrating problem at scale: rewarding employees meaningfully, consistently, and quickly - across

multiple business units, departments, and geographies - without a single system that could hold it all together.

Without a unified platform, the process relied on a patchwork of vendor relationships, manual procurement, and slow delivery cycles. The result was a rewards experience that rarely felt rewarding.

THE SOLUTION

One platform. Every department. Instant delivery.

Capgemini consolidated its employee rewards onto Xoxoday Plum - deploying it as the full distribution and fulfillment engine across its business units in India. Using Xoxo Codes, HRBPs and department heads could distribute pre-generated reward codes directly to employees, in bulk, on their own schedule. Each code unlocks the full Xoxoday Plum catalog at the point of redemption.

- **Xoxo Codes** pre-generated reward codes distributed to employees in bulk by HRBPs across departments, with no technical integration required
- **Multi-department configurability** separate programs for different business units and HRBPs, all running on one platform simultaneously
- **900+ reward options** gift cards, shopping vouchers, food delivery, mobile recharge, travel, and wellness across leading Indian brands
- **Self-serve redemption** employees redeem at their own convenience on the Xoxoday marketplace, with same-day voucher delivery
- **Real-time reporting** full code issuance and redemption visibility for HR and finance, with no reconciliation lag

THE RESULTS

Employees chose their rewards. And came back for more.

Over the program period, Capgemini distributed rewards to employees across multiple business units - with a 92% redemption rate that sits nearly three times above the industry average of 28–35%.

Employees redeemed across 900+ unique products spanning six categories. The breadth of the catalog - covering everyday staples like food delivery and mobile recharge through to shopping, travel, and wellness - meant employees could choose rewards that actually fit their lives.

92%

Redemption rate - vs. a 28–35% industry average

10,600+

Rewards fulfilled across the program

40%

Repeat engagement - employees who redeemed more than once

FASTER REWARDS REDEMPTION

"Xoxoday has an edge over the other aggregators and the brands because of the meagre number of options they provide for redemption. The reward dashboard method of rewarding is a drastically quicker and smarter way to implement a rewarding strategy."



Biju Samuel

Senior Manager – HR, Capgemini

Plum by Xoxoday

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