LEADING COMMERCIAL VEHICLE MANUFACTURER · COMMERCIAL VEHICLES | DEALER & EMPLOYEE REWARDS

One platform. Every reward. Delivered without fail.

How a leading commercial vehicle manufacturer replaced a patchwork of reward vendors with one platform and kept dealers and employees rewarded without missing a beat.

COMPANY PROFILE

INDUSTRY	HEADQUARTERS	USE CASE	INTEGRATION
Commercial Vehicles	India	Dealer & employee rewards	Xoxoday Plum API

GEOGRAPHY	PROGRAM TYPE
India	Performance incentives

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum - Rewards API

Programmatic gift card procurement and fulfillment via REST API integrated directly with the manufacturer's reward distribution system, with no manual steps required.

REWARDS & PAYOUTS

Multi-category reward catalog

Access to 1M+ reward options across e-commerce, gold jewellery, electronics, travel, fashion, beauty, food, and entertainment drawn from Xoxoday Plum's global catalog spanning 100+ countries.

THE CHALLENGE

A high-stakes rewards program held back by fragmented vendors

For a commercial vehicle manufacturer operating a national dealer network, incentive programs are a core part of how the business drives sales performance and recognises its people. Dealers and employees are rewarded for hitting milestones and when those rewards don't arrive on time, in the right form, or at the right value, it erodes trust in the program itself.

The company was working with multiple vendors to fulfill its gift card requirements, a fragmented arrangement that created reliability gaps, inconsistent catalog coverage, and operational overhead the team shouldn't have had to manage. The catalog lacked the high-demand categories, particularly gold jewellery and e-commerce, that carry genuine perceived value for the people being rewarded. The team needed a single, API-native

partner: reliable enough to run in the background at volume, stocked with the brands that actually mattered, and capable of fulfilling orders without manual intervention.

THE SOLUTION

A single API replacing multiple vendors, instantly

Xoxoday Plum was integrated via API directly into the manufacturer's reward distribution system. When the system triggers a reward, for a dealer hitting a sales milestone or an employee recognition event, the gift card is procured, issued, and delivered programmatically, with no manual effort on the rewards team's side.

Because the integration runs at the API layer, the experience for dealers and employees is seamless. Rewards arrive as they always have, with no change to the front-end experience. The switch to Xoxoday Plum was entirely invisible to recipients.

- **Rewards API integration** Gift cards procured and fulfilled in real time at the moment of trigger, removing the human layer entirely from the distribution workflow.
- **Vendor consolidation** Multiple fragmented vendor relationships replaced by a single platform, covering all required categories and brands from one integration.
- **High-demand catalog** Access to premium brand vouchers in e-commerce, gold jewellery, and electronics, at the denominations the program actually required.
- **Real-time reporting** Every order logged and visible the moment it is placed, giving the finance team a live view of reward spend without manual tracking.

THE RESULTS

A program that ran at full pace, without breaking

Over the program period, Xoxoday Plum fulfilled gift card orders for dealers and employees across multiple categories with a 98% fulfillment rate. The bulk of value flowed through e-commerce and gold jewellery, two categories that consistently carry the highest perceived value for the program's recipients. Throughout, the API integration ran without interruption, no manual escalations, no fulfillment backlogs, no reconciliation headaches.

K+	14,700+	98%
Total rewards value processed over the program period	Gift card orders fulfilled across dealers and employees	Fulfillment rate across all orders processed

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