

CONSUMER ELECTRONICS BRAND · 10,000+ EMPLOYEES | EMPLOYEE REWARDS

Rewarding a global workforce at scale, **without the manual overhead**

A leading consumer electronics brand automates employee rewards across regions with Xoxoday Plum, cutting fulfillment time from days to minutes across 10,000+ employees.

COMPANY PROFILE

INDUSTRY

Consumer Electronics

HEADQUARTERS

Asia Pacific

EMPLOYEES

10,000+

GEOGRAPHIES

India, Southeast Asia, Middle East

PROGRAM

Employee rewards and recognition

CAPABILITIES USED

REWARDS & DISTRIBUTION

Xoxo Codes & Xoxo Points

Voucher codes for event-driven moments and points for ongoing recognition, both managed from a single Admin Portal with bulk CSV distribution across Email, SMS, and WhatsApp.

FULFILLMENT

Amazon Vouchers via Xoxoday Partnership

Amazon vouchers procured and fulfilled directly through Xoxoday's partnership, giving employees access to millions of products at zero markup with instant delivery.

ENTERPRISE SECURITY

Maker-Checker Governance & Compliance

SSO authentication, device fingerprinting, velocity checks, RBAC, maker-checker governance, and immutable audit logs across every transaction. SOC 2 Type II, ISO 27001, GDPR, and CCPA certified.

THE CHALLENGE

Running a rewards program across 10,000+ employees had become a logistical burden

Every distribution cycle consumed days of manual effort with little to show for it on the recipient side.

- **Every distribution cycle took five or more business days** involving spreadsheets, vendor emails, and manual confirmations
- **Multiple regional vendors** meant inconsistent reward experiences across India, Southeast Asia, and the Middle East
- **No real-time visibility** into what had been sent, claimed, or left unredeemed
- **Finance reconciliation** was a separate, time-consuming exercise at the end of every cycle
- **As the program scaled** the operational overhead scaled with it

THE SOLUTION

One platform replacing fragmented vendors - from voucher generation to fulfillment to reporting

The company implemented Xoxoday Plum as their single rewards engine, replacing fragmented vendors with one platform that handled everything from voucher generation to fulfillment to reporting.

- **Rewards distributed as voucher codes and points** for event-driven moments and ongoing recognition, both managed from a single Admin Portal
- **Bulk distribution via CSV** across email, SMS, and WhatsApp, with scheduled sending for planned reward cycles
- **Amazon vouchers procured and fulfilled directly** through Xoxoday's partnership, giving employees access to millions of products at zero markup
- **Physical reward code cards with QR codes** used for offline distribution at town halls and award ceremonies
- **Real-time reporting** gave finance teams instant visibility into every transaction, with no reconciliation lag
- **Enterprise security built in** SSO authentication, device fingerprinting, velocity checks, RBAC, maker-checker governance, and immutable audit logs across every transaction
- **Platform certified** SOC 2 Type II, ISO 27001, GDPR, and CCPA compliant

THE RESULTS

Fulfillment in under an hour, 83% redemption, and zero security incidents

Moving from a fragmented, manual setup to a single automated platform transformed both the speed and quality of the rewards program. Fulfillment that once took five business days now completes in under an hour. Employee engagement with the program grew steadily, with

nearly half of all participants returning to redeem more than once. Finance teams gained real-time visibility into every transaction, and the security posture across the entire program remained airtight throughout.

83% Redemption rate - more than double the industry average	98% Fulfillment delivery rate across 50,000+ rewards	44% Repeat engagement rate	<1hr Fulfillment time, down from five business days
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Plum by Xoxoday

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