

DIGITAL ENGINEERING & IT SERVICES COMPANY · 5,000+ EMPLOYEES | LONG SERVICE AWARDS

How a global IT services company makes 5 and 10 year milestones personal

The company recognizes long-serving employees with curated, personalized experience boxes, each built to reflect the person receiving it.

COMPANY PROFILE

INDUSTRY

IT Services & Consulting

HEADQUARTERS

India

EMPLOYEES

5,000+

PROGRAM TYPE

Long Service Awards

BOXES SHIPPED

450+ per quarter

GEOGRAPHY

India

CAPABILITIES USED

CURATION

Custom experience boxes

Xoxoday designed curated experience boxes for the company, so a milestone gift reflects the person receiving it rather than a single standard item. Each box is built from premium merchandise, much of it carrying the company's brand, and personalized down to the individual.

FULFILLMENT AND DELIVERY

Managed end to end, delivered to the doorstep

Xoxoday runs the entire program quarter after quarter: design, sourcing, branding, personalization, hamper assembly, and home delivery. Every cycle moves 450+ boxes with real-time tracking and delivery confirmation, and the client's HR team carries none of the operational load.

THE CHALLENGE

A milestone worth remembering, a gift that felt generic

Long service awards are one of the few moments a company gets to thank someone for years of commitment. Until recently, the company marked these milestones by giving the same standard gift to everyone, regardless of tenure or personal taste. Across a huge workforce of more than 5,000 people, it wanted those moments to feel personal, not procedural. Getting there raised a few real problems:

- **One gift for two very different milestones.** A single standard gift treated a 5-year and a 10-year anniversary the same way, flattening the difference between them.

- **A diverse workforce, varied tastes.** What delights a frequent traveler holds little appeal for a sustainability-minded employee, so one item was never going to land for everyone.
- **Personal touch at scale.** Name-level personalization and consistent company branding are hard to maintain across hundreds of boxes each quarter.
- **Physical logistics.** Sourcing, assembling, and reliably delivering hampers to homes spread across the country is operationally heavy when handled in-house.

THE SOLUTION

Curated boxes, personalized touches, and the freedom to choose

The company partnered with Xoxoday to build a milestone gifting program that stays personal at scale. Instead of one gift for everyone, employees receive a curated experience box in one of three themes, each pairing tangible keepsakes with a marketplace gift card, and each delivered to the employee's home. The themes themselves were shaped around real employee preferences rather than picked arbitrarily, so each option reflects a distinct lifestyle the workforce actually has.

- **Workplace essentials:** a branded mousepad, an organizer notepad with pen, a laptop sleeve, a willow cup warmer with wireless charging, and a hot-and-cool coffee mug.



- **Sustainable:** a Borosil 750ml water bottle, engraved wooden coasters, a willow cup warmer with wireless charging, and a live plant.



- **Travel enthusiast:** headphones, a personalized card holder, a personalized passport holder, an Aquaminder smart water bottle, a toiletry pouch, and a luggage tag.



A gift of choice in every box

Whichever box an employee receives, every one carries a gift card as its constant, branded with the company logo. The card gives each recipient a gift of choice, redeemable across the full Plum reward marketplace of 10M+ reward options in whatever category they prefer,

so the reward never goes to waste. The denomination scales with tenure, distinguishing the 10-year award from the 5-year award, and 10-year recipients also receive a commemorative trophy marking the decade of service.

The catalog behind that card covers every category an employee could reach for:

- **Gift cards & prepaid cards:** instant delivery via email, SMS, WhatsApp, or QR in any local currency, plus prepaid cards spendable anywhere Visa and Mastercard are accepted, virtual or physical.
- **Travel & experiences:** flights, hotel stays, lounge access, and airmiles across every major carrier, alongside concert tickets, walking tours, and day trips.
- **Health & wellness:** fitness memberships, preventive care, mental wellness support, and pharmacy, all gifted in seconds.
- **Amazon Store & merchandise:** the full Amazon catalog, Prime-fulfilled at zero markup, plus electronics, lifestyle, and home goods shipped direct to the recipient's door.
- **Discounts, utility top-ups & charity donations:** everyday offers refreshed continuously, streaming, mobile, and bill payments, and donations to causes recipients care about, handled end to end.

Fully managed, start to finish

- **Quarterly design and production:** three fresh experience boxes and all collateral, refreshed each quarter as the program evolves.
- **Branding and personalization:** every item carries the company logo, with each recipient's name engraved on the personalized pieces.
- **Per-recipient assembly:** 450+ hampers a cycle, each built to the chosen theme and the right milestone tier.
- **Nationwide home delivery:** every box reaches the employee's home, not the office, through a courier network that covers India.
- **Tracking and confirmation:** every parcel tracked in real time and confirmed on delivery, so HR knows each award landed.

THE RESULTS

A gift that lands as recognition, not obligation

The program gives the company a repeatable way to honor tenure that carries real emotional weight. The unboxing of a curated, personalized hamper makes the milestone tangible, and the engraved name and printed logo signal that the company put thought into the moment.

Where a standard gift can feel like an obligation met, a box built around the individual reads as genuine recognition.

The gift card does the quiet work behind the physical gift. By handing each employee a gift of choice across the marketplace, it removes the risk of a well-meant present sitting unused, and it lets the reward flex to a workforce with different tastes. Delivering to the home rather than the office turns each award into a private moment an employee is more likely to share with family and remember.

Because Xoxoday runs the program end to end, the company sustains this level of personalization for 450+ recipients every quarter without a matching rise in internal effort. Quarter after quarter, it has become a dependable part of how the company recognizes the people who have stayed and grown with it.

450+ Curated boxes sourced, personalized, and shipped every quarter	3 Custom experience boxes designed to match different employee tastes
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