

A LEADING GLOBAL FMCG COMPANY · FMCG | EMPLOYEE REWARDS

One platform. Three programs. Fully digital. Zero friction.

How a global FMCG brand unified employee rewards, sales incentives, and festive gifting on Xoxoday Plum, replacing a fragmented, unreliable vendor with a single platform that actually delivered.

COMPANY PROFILE

INDUSTRY FMCG	BUSINESS SEGMENTS Pet nutrition · Chocolate	EMPLOYEES REWARDED 1,235+	TOTAL VALUE DISTRIBUTED \$128K+
FULFILLMENT SUCCESS 99%	GEOGRAPHY India		

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum — Standalone Application

End-to-end rewards distribution via Xoxo Codes and digital gift cards, spanning shopping, fashion, dining, travel, grocery, electronics, and more through a single admin portal.

USE CASES

Employee recognition · Sales incentives · Festive gifting

Three distinct programs, performance recognition, sales team incentives, and fully digital festive campaigns, consolidated on one platform with zero physical logistics.

THE CHALLENGE

Fragmented programs, a weak catalog, and support that was not there when it mattered

The company's India operations run recognition and incentive programs across a large, distributed workforce spanning two business units, pet nutrition and chocolate. Before switching to Xoxoday Plum, rewards ran through a third-party platform that created friction at every step.

Support was the single biggest failure. When employees or the HR team raised issues, a reward that had not arrived, a refund request, an expired voucher, response times were slow

and resolutions were unreliable. There was no dependable escalation path, and the HR team had no clear visibility into what was happening on the vendor's side.

The reward catalog compounded the problem. A narrow, generic selection meant employees often could not find anything relevant to their preferences, which defeated the purpose of offering choice at all. And when rewards expired or required refunds, the process was manual, opaque, and slow for everyone involved.

Festive campaigns added a third layer of complexity. Running seasonal gifting across a geographically distributed workforce meant physical coordination, shipping, vendor management, and logistical unpredictability across locations. The team wanted to go fully digital, but needed a platform they could trust to deliver reliably at scale.

THE SOLUTION

A single platform that replaced three fragmented programs

The company consolidated its employee reward operations onto Xoxoday Plum, using Xoxo Codes as the primary delivery mechanism. Instead of prescribing a specific gift, employees receive a code redeemable against a broad catalog spanning shopping, fashion, grocery, dining, travel, jewellery, electronics, and more.

The switch also resolved the support problem directly. Xoxoday's account management team provided a responsive, structured support model, giving the HR team a reliable escalation path and real-time visibility into any issues that arose.

- **Employee recognition** Xoxo Codes distributed to reward performance and milestones, with recipients choosing their own reward from the full catalog at the denomination set by the program team
- **Sales incentives** Rewards issued to sales teams for hitting targets, fulfilled instantly through Plum without manual payout workflows or vendor coordination
- **Festive gifting** Seasonal and festival campaigns run entirely through Plum, fully digital, no physical logistics, delivered directly to recipient inboxes at any scale

THE RESULTS

\$128K+ distributed. 1,235+ employees rewarded. A catalog they actually used.

Over the program period, 1,235+ employees redeemed rewards through Xoxoday Plum, with over \$128K in total value distributed across all three use cases. The 99% fulfillment success rate marked a clear step-change from the manual, opaque processes the HR team had been managing before.

Employees redeemed across a wide range of products, from electronics and fashion to travel, jewellery, and grocery, suggesting that access to genuine choice drove real

engagement with the program, not just a default to the obvious option.

Festive campaigns moved entirely off physical logistics. What previously required shipping coordination, vendor management, and geographic guesswork became a fully digital distribution with real-time confirmation, no boxes, no delays, no post-campaign reconciliation.

\$128K+ Total rewards value distributed through Xoxoday Plum	1,235+ Employees rewarded across all programs	99% On-time fulfillment success rate across all transactions	1,785 Transactions processed across all three programs
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Plum by Xoxoday

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