

GLOBAL IT SERVICES ENTERPRISE · IT SERVICES, CONSULTING & BPM

LONG SERVICE AWARDS

A decade of milestones, personalized and delivered to every door

A personalized, tiered long service awards program, with every kit designed, branded, and delivered to the employee's home across 25+ countries, run end to end by a single partner for a decade.

COMPANY PROFILE

INDUSTRY

IT Services,
Consulting, and BPM

HEADQUARTERS

India, with Global
Operations

COMPANY SIZE

Global Enterprise
Workforce

USE CASE

Long Service Awards

MILESTONES RECOGNIZED

10, 25, and 30 Years

REGIONS

Global, 25+ Countries

XOXODAY RELATIONSHIP

Partner Since 2015

CAPABILITIES USED

PERSONALIZED MILESTONE KITS

Mementos, certificates, letters, vouchers, and hampers

Every kit is personalized to the recipient and assembled into a branded keepsake box, with the components and finish set by business unit and by the milestone being marked.

GLOBAL MANUFACTURING AND FULFILLMENT

From data intake to the recipient's door

End-to-end execution runs from data intake through personalization, warehousing, and tracked dispatch to 25+ countries, so the customer runs a recognition program rather than a supply chain.

THE CHALLENGE

Making milestones meaningful across every market

The company wanted long service recognition to feel personal and premium at every milestone, and to deliver that experience consistently to a workforce spread across many geographies. Standard recognition needed to give way to something a 10, 25, or 30-year milestone deserved, delivered the same way to every employee no matter where they were based.

Doing that well at scale surfaced several challenges:

- **Consistency across markets.** Holding award quality, branding, and the recipient experience consistent for employees across 25+ countries, from the United States to the Philippines.
- **Personalization at volume.** Engraving names and tailoring each kit to the milestone for 500+ recipients every single month, without slowing delivery.
- **Reaching people, not offices.** Getting a physical award into each employee's hands wherever they work, including those working remotely or from home.
- **On-time, tracked delivery.** Landing awards close to the anniversary date and giving HR confirmation that each one actually arrived.
- **Coordination overhead.** Managing design, production, personalization, packing, and logistics without stitching together a patchwork of local vendors market by market.

THE SOLUTION

Tiered milestone kits, personalized and delivered worldwide

The company partnered with Xoxoday to run the full program end to end. Instead of managing separate suppliers for trophies, certificates, vouchers, and shipping, the team works with one partner that designs the experience and owns the operational work behind it. The program recognizes the 10, 25, and 30-year milestones with distinct, keepsake-quality kits, each personalized to the recipient.

Each kit is built from a set of personalized components:

- **Memento or trophy** in a choice of materials, including acrylic, wood, metal, and crystal, and in numeric, poly, or custom shapes, so the award reflects both the milestone and the company's brand.
- **Personalized certificate** authenticating the milestone, offered in formats that range from paper and sunboard to wooden, acrylic, and acrylic wooden-base finishes for higher tiers.
- **Executive appreciation letter** signed by leadership on custom-designed paper, with greeting-card and journey-book formats available, adding a personal leadership voice to the recognition.
- **Gift voucher** redeemable across a broad catalog spanning shopping, travel, dining, experiences, wellness, electronics, and more, so each employee chooses a reward that is genuinely theirs.
- **Hamper and curated keepsakes** presented in a branded gift box, available in multiple sizes and colors, so the unboxing itself becomes part of the milestone.

- **Message card and pouch** for the dedicated executive-letters track, where a personalized note and considered packaging carry the recognition on their own.

A gift of choice, redeemable anywhere

The gift voucher is the constant across every kit, tenure changes the denomination and the pieces around it, but every recipient gets a card of their own to spend.

- **Denomination scales with tenure** A 25 or 30-year award carries a higher value than a 10-year one, so the reward grows with the years of service it's marking.
- **10M+ reward options** Redeemable across the full Plum reward marketplace, not a single fixed catalog item chosen on the recipient's behalf.
- **20+ categories to choose from** Including travel, experiences, grocery, entertainment, dining, wellness, and electronics, so the reward matches what each employee actually wants.
- **Redeemable anywhere, on the employee's terms** Each employee picks what fits their own life, a family trip, a night out, or something for the home, so the milestone gift lands as something they actually wanted.

HOW IT WORKS

Fully managed, start to finish

Xoxoday runs the program from end to end, from employee-milestone data and address collection through to confirmed delivery at each employee's door.

- **Design and production.** Xoxoday designs and produces fresh award boxes for the program, so each milestone arrives as a crafted unboxing experience rather than a repackaged stock item.
- **Branding and personalization.** Every item carries the company logo, and each recipient's name is engraved on the personalized pieces.
- **Home delivery, not office drop.** Every box reaches the employee's home rather than the office, through a courier network that covers India.
- **Tracking and delivery confirmation.** Every parcel is tracked in real time and confirmed on delivery, so HR knows each award arrived.

THE RESULTS

A decade of milestones, delivered at scale

The company has trusted Xoxoday with its long service program for ten years. Across 25+ countries, Xoxoday fulfills 500+ personalized award kits every month, each tied to a 10, 25, or 30-year milestone and delivered to the recipient's door.

The program has stayed in continuous operation since 2015, growing in scope over the decade. That renewal, year over year, is the clearest signal of the partnership's value.

10+ yrs Continuous partnership since 2015	25+ Countries served from one platform	500+ Personalized award kits every month
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