

From one country to 13 markets, one storefront

How a multinational IT services company with 23,000+ professionals replaced a fragmented, India-only rewards setup with a single Xoxoday Plum storefront, enabling employees across three continents to redeem points in their local currency.

COMPANY PROFILE

INDUSTRY IT Services & Digital Transformation	HEADQUARTERS India	COMPANY SIZE 23,000+ professionals	GLOBAL FOOTPRINT 15+ countries
USE CASE Employee recognition & rewards	XOXODAY RELATIONSHIP Since 2019		

CAPABILITIES USED

INTEGRATION

Xoxoday Plum — Storefront Integration

Points earned via the company's internal MS Teams recognition app flow directly into the Xoxoday storefront wallet, no rebuild of the existing workflow required.

GLOBAL CATALOG

Multi-currency redemption across 13 countries

One storefront serves India, USA, UK, Malaysia, Australia, Singapore, Canada, and more, with locally relevant brands across e-commerce, fashion, electronics, wellness, and gourmet categories, with automatic currency conversion per geography.

THE CHALLENGE

A rewards program built for one country, running in fifteen

The company had built an employee recognition workflow on Microsoft Teams, a lightweight, familiar channel that let managers appreciate colleagues publicly and award points in the moment. It worked well for recognition. The problem was what happened next.

When employees went to redeem those points, they hit a wall. The company's previous rewards vendor operated primarily as a prepaid card issuer with a catalog concentrated in India. For the tens of thousands of professionals in the company's international offices, across North America, Europe, Southeast Asia, and the Pacific, meaningful redemption

options simply did not exist. Employees in Australia, the UK, or Malaysia would earn points for their contributions and then find little of local relevance to spend them on.

The friction was compounding. Managing multiple regional vendors to paper over the coverage gaps added operational overhead, separate contracts, reconciliation processes, and inconsistent employee experiences across markets. The points-based recognition program was undermining itself: the reward felt meaningless if redemption was an afterthought.

The company needed a redemption layer that could travel with its workforce, one platform, one experience, every country.

THE SOLUTION

One storefront. Every country. No rebuild.

The company integrated Xoxoday Plum as the redemption layer of its existing recognition program, without touching the MS Teams workflow employees already used. When a manager recognised a colleague and awarded points, the employee received those points directly in their Xoxoday storefront wallet. From there, they could browse and redeem against a catalog of 1,500+ products in their local currency.

The integration was configured as a Storefront, Xoxoday acts as the reward marketplace while the company retains full control of the earning and distribution logic on its own platform.

- **Global catalog, local relevance** Employees in India redeem against Amazon, Flipkart, and Myntra. Employees in the UK, US, Canada, and across APAC see brands and categories relevant to their markets via Xoxoday's international catalog partnerships.
- **Merchandise alongside digital vouchers** Beyond gift cards, employees could choose physical products, consumer electronics, fitness gear, kitchen appliances, and wellness items, shipped directly, giving the program tangible, lasting value.
- **No new app, no new login** Points earned through the Teams recognition app flow automatically into the Xoxoday wallet, keeping the experience entirely friction-free.
- **Single vendor, 13 markets** One platform and one contract replaced a fragmented multi-vendor setup, eliminating the reconciliation and procurement overhead that came with it.

THE RESULTS

11,800+ employees. 13 countries. 41% came back.

The employee rewards program has scaled to more than 11,800 unique employees across 13 countries, and the engagement data tells its own story.

Four in ten employees who redeemed once returned to redeem again, an engagement signal that reflects genuine satisfaction with the catalog and experience. Returning employees averaged 2.8 redemptions each, with total value redeemed crossing \$480K+ across the program.

Program volume has grown consistently, with redemption events increasing 7.5% period over period. While India accounts for the majority of volume, employees across the US, UK, Malaysia, Australia, Canada, Singapore, and eight additional markets are all active on the same platform, redeeming in their local currency without any additional setup.

41% Repeat engagement rate, employees who redeemed more than once	2.8x Average redemptions per returning employee	\$480K+ Total value redeemed across 13 countries	11,800+ Unique employees rewarded across 13 countries
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Plum by Xoxoday

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