

A GLOBAL PHARMA COMPANY · INDIA

EMPLOYEE & SALES INCENTIVES

From 30-day waits to instant delivery

How a global pharma company eliminated manual reward fulfillment for its employees and sales team - turning a multi-week queue into instant delivery via the Xoxoday Plum Rewards API.

COMPANY PROFILE

INDUSTRY

Pharmaceutical & Healthcare

HEADQUARTERS

India

PROGRAM TYPE

Employee & sales incentives

REWARDS DELIVERED

21,600+

INTEGRATION

Xoxoday Rewards API

GEOGRAPHY

India

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum - Rewards API

API-connected fulfillment engine delivering reward vouchers instantly at the moment of redemption - 48 brands across health, sports, travel, and lifestyle.

INCENTIVE MANAGEMENT

Custom Internal Incentive Platform

In-house points distribution system for employees, sales teams, and field agents - connected to Xoxoday via REST API for automated reward fulfillment.

THE CHALLENGE

A manual process that couldn't keep pace with the program

The company had built its own in-house platform for distributing incentive points to employees, sales teams, and field agents. When a recipient went to redeem their points, a team would manually collect the order details, place the order with the reward vendor, and send the voucher code to the end user.

The gap between redemption and delivery stretched to 15–30 days. As the incentive program grew, the manual overhead grew with it - more orders, more coordination, longer waits, and more frustrated recipients.

THE SOLUTION

API-connected fulfillment, live in days

The company integrated Xoxoday Plum directly into their existing incentive platform using the Rewards API. Now when an employee or sales agent redeems points, the request fires via API and a voucher code lands in the recipient's inbox in real time - no manual steps, no vendor coordination, no gap between redemption and delivery.

They also connected the Merchandise API, instantly expanding the available reward catalog to 48 brands across six categories - sports and fitness, health and wellness, travel, shopping, financial services, and social impact.

- **Rewards API** real-time voucher generation triggered automatically at the moment of redemption
- **Merchandise API** catalog expanded to 48 brands across six reward categories
- **Zero rebuild required** connected directly into the existing in-house platform via REST API
- **Fully automated delivery** voucher codes sent instantly, eliminating the manual fulfillment queue

THE RESULTS

21,600+ rewards delivered - zero manual intervention

Over 20 months, the program processed 21,600+ reward fulfillments across 48 brands - from pharmacy and diagnostics to fitness, travel, and shopping. What had been a 15–30 day manual queue became a fully automated, real-time flow with a 99.9% fulfillment success rate.

21,600+ Rewards fulfilled across the program	\$730K+ Total rewards value processed	99.9% Fulfillment success rate
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