

GROWMARK · AGRICULTURAL COOPERATIVE | EMPLOYEE RECOGNITION

From weeks of waiting to instant rewards - and employees who keep coming back

How Growmark transformed a rigid, manual rewards program into a personalized, SAP SuccessFactors–connected experience that employees embrace across the company.

COMPANY PROFILE

INDUSTRY	HEADQUARTERS	PROGRAM TYPE	FULFILLMENT RATE
Agricultural Cooperative	Bloomington, IL, USA	Employee recognition & rewards	99%
HRMS PLATFORM	GEOGRAPHY		
SAP SuccessFactors	United States		

CAPABILITIES USED

REWARDS FULFILLMENT

Xoxoday Plum - Branded Rewards Storefront

Custom-branded employee storefront with a wide catalog of gift card products - from retail and dining to fashion, sports, and home improvement - curated by the Growmark HR team.

HRMS INTEGRATION

SAP SuccessFactors Integration

Two-way integration with SAP SuccessFactors - reward points assigned in SuccessFactors, redeemed seamlessly on the Xoxoday storefront, with automated tax handling and live reporting.

POINTS MANAGEMENT

Points accumulation & flexible redemption

Employees accumulate awarded points over time and choose when - and what - to redeem, giving them full control over the reward experience.

ANALYTICS

Dashboard, reporting & program analytics

Real-time dashboard with granular visibility into every reward sent - spend by employee, category breakdown, redemption activity, and ROI measurement.

THE CHALLENGE

A recognition culture held back by a broken rewards process

Growmark already ran an employee rewards initiative: points and dollars redeemable for gift cards through a third-party merchant. In practice, it created more friction than goodwill.

- **Limited choices** a thin gift card catalog with no ability to accumulate points toward something meaningful
- **No HRMS connection** no integration with SAP SuccessFactors, so reward distribution required manual effort every month
- **Administrative overhead** tax charges against each award had to be processed manually, adding time and effort every cycle
- **Cumbersome redemption** a complicated process that frustrated employees rather than delighting them
- **No reporting** no visibility into whether the program was working or how employees were engaging with it
- **No personalization** the same narrow options for every employee, regardless of what they valued

THE SOLUTION

A seamless integration, a customized storefront, and real choice

Growmark chose Xoxoday Plum for its native integration with SAP SuccessFactors - meaning implementation could move quickly without a custom build. Once live, Growmark configured the storefront to reflect the company's brand - curating which gift card categories appeared, enabling denominations that suited the program, and building a rewards experience that felt native to Growmark.

- **SAP SuccessFactors integration** reward points assigned through the HRMS platform, redeemed on the Xoxoday storefront without a separate login
- **Points accumulation** employees save up awarded points over time rather than spending them immediately
- **Branded storefront curation** the HR team controls which gift cards appear, at what denominations, and how the storefront presents to employees
- **Automated tax handling** tax processing against awards is handled within the platform, eliminating a time-consuming monthly admin task
- **Real-time reporting dashboard** granular visibility into every reward sent, enabling the team to track engagement, spend, and program ROI

THE RESULTS

Employees who explored, returned, and made it their own

What once took weeks of manual effort now happens automatically. Rewards reach employees the same day they're issued, with every order tracked and every delivery confirmed.

Employees aren't just using the program once - they're coming back. Recognition has shifted from an occasional transaction to something employees genuinely look forward to.

51% Repeat engagement rate - employees who redeemed more than once	99% Fulfillment rate - rewards delivered without fail	2.4x Average redemptions per employee over the program period
--	---	---

EASY TO USE, GREAT OPTIONS

"Xoxoday seemed easy to use, and we loved all of the gift card options our employees would have."



Madison Ruff
Senior HRIS Analyst, Growmark