

KANTAR · MARKET RESEARCH &amp; ANALYTICS | SURVEY REWARDS

# How Kantar automated survey reward delivery across 15,000+ vouchers - without adding headcount

A global leader in marketing data and analytics automates incentive distribution across four business divisions with Xoxoday Plum - same-day delivery, every time.

## COMPANY PROFILE

### INDUSTRY

Market Research & Analytics

### HEADQUARTERS

London, UK

### EMPLOYEES

25,000+

### MARKETS

90+ countries

### USE CASE

Survey incentives

### GEOGRAPHY

India

## CAPABILITIES USED

### REWARDS & PAYOUTS

#### Xoxoday Plum - Rewards API

Automated voucher generation and delivery triggered directly from Kantar's survey platform - no manual batch processing or CSV uploads.

### DISTRIBUTION

#### Xoxoday Plum - Admin Portal

Manual distribution for ad-hoc and project-level reward sends - used across Kantar's research divisions from a single dashboard.

## THE CHALLENGE

### Rewarding respondents at scale - with no room for delay

Kantar runs some of the world's most demanding market research programs - consumer panels, brand trackers, and custom studies spanning millions of respondents across every sector. When a participant completes a survey, the reward needs to land the same day. That expectation is the foundation of participation. But behind the scenes, meeting it had become increasingly difficult.

Across multiple India-based research divisions, each team managed its own process for sourcing and distributing incentive vouchers. Gift cards were procured from different vendors, fulfilled manually or through disconnected tools, and tracked in spreadsheets. As study volumes grew - and the expectation of instant delivery hardened - the operational

overhead grew with it. Reconciling spend across divisions was slow, distributing rewards on tight project timelines was stressful, and there was no unified view of what had gone out, when, or to whom.

What Kantar needed was a single platform that could handle both automated, API-triggered distribution for high-volume studies and manual, ad-hoc sends for smaller projects - all with same-day fulfillment, a clean audit trail, and the flexibility to serve multiple divisions without separate vendor relationships.

#### THE SOLUTION

### One platform, two modes, four divisions

Kantar deployed Xoxoday Plum across its India-based research divisions as a unified reward distribution engine - combining automated API delivery for survey-triggered sends with a portal-based workflow for project-level distribution.

For high-velocity research programs, Kantar integrated Plum via the Rewards API. When a respondent completes a qualifying survey, the API fires automatically - a digital voucher is generated, assigned, and delivered to the recipient the same day, with no manual step in between. The integration removed the handoff entirely.

The platform's flexibility across distribution modes - automated API for high-volume studies, and the Store portal for other divisions - meant Kantar could consolidate onto one vendor without forcing a single workflow on teams with different operating rhythms.

- **Rewards API** survey-completion triggers fire voucher delivery automatically, with zero manual intervention and full idempotency for reconciliation
- **Admin Portal** division teams manage ad-hoc and project-based reward sends directly, with denomination flexibility from ₹50 to ₹10,000 across 80+ configured values
- **Digital gift card catalog** e-commerce, food delivery, and sports vouchers covering the reward preferences of diverse respondent profiles
- **Unified reporting** a single dashboard across all divisions gives finance teams real-time visibility of every send, delivery confirmation, and spend total

#### THE RESULTS

### From pilot to production - at scale, on time, every time

Over the program period, Kantar distributed more than 15,000 reward vouchers across its India-based research divisions - 99% delivered on the same day they were triggered, with a 100% order completion rate and zero fulfillment failures.

The Rewards API handled the majority of volume with no manual step between survey completion and voucher delivery, while the Admin Portal covered project-based and ad-hoc

sends. Both channels feed into the same reporting dashboard, giving Kantar's finance and operations teams a single reconciled view of all incentive spend across divisions.

Monthly reward volumes grew significantly as adoption spread across studies and divisions - peaking at nearly 20x the average volume from the program's early months - all without adding vendor relationships or operational headcount.

At its peak, Kantar's program distributed more than 2,800 reward vouchers in a single month - all same-day, all from one platform. No re-procurement, no new contracts, no additional headcount. The infrastructure that handled the pilot month absorbed 23x the volume at peak with the same setup.

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|------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <div>15,000+</div> <div>Reward vouchers distributed across the program</div> | <div>99%</div> <div>Same-day fulfillment rate - order to delivery</div> | <div>100%</div> <div>Order completion rate - zero fulfillment failures across the program</div> | <div>2,800+</div> <div>Peak monthly rewards distributed at full program scale</div> |
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