

LEADING LIFE INSURANCE ENTERPRISE | **EMPLOYEE RECOGNITION**

# A global rewards catalog, plugged in behind a leading life insurer's employee recognition program

With Xoxoday Plum activated through the Darwinbox partnership, a leading life insurer now runs its employee rewards program from one global catalog instead of stitching together thirty separate vendor relationships.

**COMPANY PROFILE**

**INDUSTRY**

**Life Insurance**

**WORKFORCE**

**Enterprise scale, geographically distributed**

**USE CASE**

**Employee rewards and recognition**

**PLUM ROLE**

**Catalog and fulfillment engine behind the customer's recognition program**

**HR PLATFORM**

**Darwinbox**

**PARTNERSHIP ORIGIN**

**Xoxoday × Darwinbox joint go-to-market**

## CAPABILITIES USED

### REWARD CATALOG

#### **Global rewards catalog with 1,500+ brands across 20+ categories**

No team should have to manage 30 reward vendors to run a recognition program. Plum's catalog is deep enough - across 1,500+ brands and 20+ categories - that the customer's program owners stopped juggling contracts, SLAs, and reconciliation files across multiple suppliers. One platform. One catalog. One vendor relationship.

### HR SYSTEM INTEGRATION

#### **Darwinbox integration via Xoxoday x Darwinbox partnership**

The customer was introduced to Xoxoday Plum through the Xoxoday x Darwinbox partnership, Darwinbox being its existing HR platform. The joint go-to-market motion shortened the path from evaluation to a live program.

### MULTI-DISTRIBUTION

#### **Multi-distribution: points, codes, links, and direct vouchers**

Employees no longer pick from a short, pre-loaded list. They browse a real catalog - everyday shopping, fashion and lifestyle, electronics, dining, travel, entertainment, jewellery, beauty and wellness, sports, and a long tail of niche brands.

### REPORTING & GOVERNANCE

#### **Real-time redemption visibility and finance-ready reporting**

The program team runs the redemption side from one console with full audit trail and finance-ready exports. Flexible governance: category controls, denomination limits, brand curation - one reconciliation surface replacing 30+ vendor invoices.

## THE OPPORTUNITY

### **Every recognition moment deserves a reward people actually want**

The customer is a leading life insurance enterprise with a sizable, geographically distributed workforce. Recognition and rewards play a central role in how the company motivates and retains its people spanning everyday appreciation, performance milestones, festive moments, and long-service recognition.

The challenge was the redemption side. Building a rewards catalog this wide in-house wasn't realistic. Onboarding 30+ regional vendors and reconciling them would have meant fragmented experiences for employees and slow fulfillment for the program team. The customer wanted to keep full ownership of how recognition was triggered and how points were issued inside its own systems but didn't want to build the catalog and fulfillment side themselves.

- **Recognition** Spot bonuses, peer-to-peer appreciation, manager call-outs, and everyday recognition moments.

- **Performance** Quarterly performance awards, sales achievements, and goal-linked rewards.
- **Milestones & festive** Work anniversaries, birthdays, festive bonuses, and long-service recognition.

#### THE SOLUTION

### One rewards catalog deep enough to retire thirty vendor relationships

Xoxoday Plum is purpose-built for exactly this role, sitting behind the customer's existing recognition and HR systems, providing the catalog, the fulfillment infrastructure, and the redemption experience.

The customer kept full control of who earned what, when, and why. Plum handled what came next: the brand catalog, the order flow, the vendor sourcing, the reconciliation.

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- **Global rewards catalog with 1,500+ brands across 20+ categories** everyday shopping, fashion and lifestyle, electronics, dining, travel, entertainment, jewellery, beauty and wellness, sports, and a long tail of niche brands - all available from a single white-labelable redemption experience.
- **Multi-distribution: points, codes, links, and direct vouchers** flexible distribution so rewards could be issued however the program type called for it.
- **30+ vendor partners aggregated under one platform** one platform, one catalog, one vendor relationship - replacing separate contracts, SLAs, invoices, and integrations with each reward brand.
- **Real-time redemption visibility and finance-ready reporting** the program team runs the redemption side from one console with full audit trail, category controls, denomination limits, and finance-ready exports.

#### THE RESULTS

### The catalog delivered what employees actually wanted

The figures below come from a representative slice of the employee rewards program over a 19-month window, illustrating how employees engaged with the Plum catalog when given real choice.

- **Catalog breadth was actually used** Employees had access to 1,500+ brands across 20+ categories. Redemptions touched every major category - the breadth wasn't decorative, it was used end to end.

- **Engagement came back** 30% of employees returned to redeem a second time or more and those repeat redeemers drove 56% of the slice's total value. Employees found something worth coming back for, the next time a reward landed in their account.
- **Fulfillment kept up** Across the program, 99% of orders were fulfilled successfully using the same global infrastructure that handles redemptions for 100+ countries - quietly powering every reward dispatch. No separate vendor coordination, no manual chasing, no reconciliation lag.
- **Recognition that actually lands** Because Plum sits behind the customer's recognition workflows, every reward triggered inside the HR system shows up to an employee as a choice - not as a generic, take-it-or-leave-it gift card. The customer's program team runs the recognition logic on its own systems and points at the same global catalog and the same vendor relationships. One integration, one reconciliation surface, one consistent employee experience.

<p><b>\$67K+</b></p> <p>Value redeemed</p>	<p><b>99%</b></p> <p>Fulfillment success rate</p>	<p><b>30%</b></p> <p>Of employees returned to redeem a second time or more</p>	<p><b>56%</b></p> <p>Of the slice's total value driven by repeat redeemers</p>
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**WE DIDN'T WANT TO BE IN THE BUSINESS OF SOURCING REWARD BRANDS OR CHASING VENDORS.**

*"Plum gave us a global catalog our employees actually wanted, and let us keep full control of how recognition gets triggered in our own systems. It's the rewards engine we'd have had to build ourselves and we didn't have to."*



**Program Lead**

People Operations, Leading Life Insurance Enterprise