

OTTUM RESEARCH & CONSULTING · USA

SURVEY REWARDS

From manual paperwork to instant reward automation

How a market research consultancy eliminated manual reward procurement and delivery delays - saving 5–10 minutes of admin per respondent - by connecting Xoxoday Plum directly to SurveyMonkey.

COMPANY PROFILE

INDUSTRY

Market Research & Consulting

HEADQUARTERS

United States

USE CASE

Survey incentive automation

SURVEY PLATFORM

SurveyMonkey

GEOGRAPHY

United States

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum

Automated reward distribution platform with a global catalog, workflow triggers, and pay-on-redemption pricing - used as the full survey incentive engine.

SURVEY INTEGRATION

SurveyMonkey Integration

Native connector - automated workflows trigger instant gift card delivery the moment a survey respondent submits their response, with no manual steps.

THE CHALLENGE

A rewards process that couldn't keep up

Ottum Research & Consulting helps corporate clients make million-dollar decisions in marketing and product development - through rigorous, insight-driven survey research. But behind every carefully designed survey was a rewards process that hadn't kept pace.

- **Procurement on every send** every completed survey triggered a manual cycle: source the reward, send it by email, log it in a spreadsheet - repeated for every respondent
- **Error-prone tracking** all distributions were recorded manually - records drifted, reconciliation was time-consuming
- **Delays that cost participation** rewards arrived days after completion, eroding respondent satisfaction and putting future response rates at risk

THE SOLUTION

One integration, zero manual steps

Xoxoday Plum's native SurveyMonkey integration replaced the entire manual workflow. The moment a respondent hits submit, Plum fires a reward automatically - no email to write, no spreadsheet to update, no vendor to contact.

- **Automated survey trigger** reward dispatched instantly at the point of survey submission, with no human in the loop
- **Instant digital delivery** gift card lands in the respondent's inbox in real time, replacing days of manual fulfilment
- **Flexible reward catalog** brand, currency, and denomination configurable per campaign
- **Real-time dashboard** delivery status, redemption tracking, and spend visibility in one place

THE RESULTS

Instant delivery, zero admin - every campaign from here on

Digital gift cards now reach respondents the moment they submit - no manual action, no delay. The Ottum team reclaimed all time previously spent on reward admin. Response rates improved: instant delivery made the incentive feel real, not like a promise to be chased.

5–10 min Admin time saved per respondent - procurement, email, and tracking fully automated	98% Fulfillment delivery rate - gift cards reaching inboxes instantly at survey submission	Instant Reward delivery time - from days of manual fulfilment to immediate on survey submit
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AUTOMATION AND RESPONSE RATES

"Xoxoday Plum helped us automate the rewards fulfillment for the survey campaign, thus saving time and expenses. The overall response rates to the instant gift cards have been great."



Brian D. Ottum, Ph.D.
Customer Insights & Analytics Consultant · Ottum Research & Consulting