

GLOBAL RENEWABLE ENERGY LEADER · RENEWABLE ENERGY, GCC | **EMPLOYEE REWARDS**

From manual fulfilment to instant rewards, delivered the same day, every time

How a renewable energy pioneer serving 40+ countries automated employee rewards across the GCC, processing AED 780K+ in value with a 99% same-day delivery rate and a 100% support resolution record.

COMPANY PROFILE

INDUSTRY

Renewable energy

HEADQUARTERS

Abu Dhabi, UAE

OPERATIONS

40+ countries

PROGRAM TYPE

Employee rewards

XOXODAY PRODUCT

Xoxoday Plum

GEOGRAPHY

Primarily GCC

CAPABILITIES USED

REWARDS FULFILLMENT

Xoxoday Plum — API integration

REST API connecting the company's internal incentive platform directly to Xoxoday's fulfillment engine, enabling automated, same-day reward delivery with zero manual intervention.

XOXODAY PLUM

Multi-currency gift card catalog

1M+ reward options across 175+ countries, redeemable in nine currencies including AED, GBP, EUR, USD, and IDR, covering retail, travel, dining, jewellery, and more.

XOXODAY PLUM

Instant digital fulfillment

Vouchers delivered immediately upon redemption, no physical logistics, no manual processing, no queues. 99% of orders fulfilled on the same day.

ANALYTICS

Dashboard, reporting & program analytics

Real-time visibility into every reward issued, order status, vendor tracking, delivery confirmation, and spend data for finance and program teams.

THE CHALLENGE

A manual process that could not keep pace with a growing program

This renewable energy company had built its own internal platform to distribute incentive points to employees and teams across the GCC. The reward intent was clear, recognise

people, reinforce a high-performance culture, and make every milestone feel meaningful. The fulfilment reality was far messier.

When a recipient went to redeem their points, the process kicked off a chain of manual steps: collect order details, coordinate with a rewards vendor, place the order, wait for confirmation, then send the voucher. End-to-end, this took days. As the employee base and reward program grew, the overhead scaled with it.

The company needed to automate the fulfilment layer entirely without scrapping the internal platform they had already built. They needed an API-first partner that could slot in seamlessly, deliver instantly, and free the team from operational drag.

- **Slow fulfilment** rewards took days to reach recipients, eroding the sense of recognition that makes incentives meaningful
- **Manual overhead** every order required human coordination across procurement and HR, consuming time that grew with each new hire
- **Limited catalog** a narrow set of options didn't serve the diverse preferences of a multinational workforce spanning the GCC and beyond
- **No real-time visibility** no live reporting on redemption activity made it difficult to track program effectiveness or reconcile spend
- **Single-region coverage** the program could not easily serve employees with ties to markets outside the UAE

THE SOLUTION

API-connected fulfilment, live within weeks

The company integrated Xoxoday Plum directly into their existing incentive platform using the Plum API. When an employee redeems points, the reward order is triggered automatically, no manual handoff, no waiting. The implementation took two to three months and included custom work on the payment receipt email experience to match the company's internal communication standards.

The global reach of the catalog was equally important to the program design. Employees across the GCC could choose from brands they already knew and used, while colleagues with ties to the UK, Europe, Indonesia, or India could redeem in currencies and at brands relevant to them, all through the same single integration.

- **Plum API** direct connection from internal incentive platform to Xoxoday's fulfilment engine, enabling automated same-day delivery
- **1M+ reward options across 175+ countries** gift cards, travel, dining, jewellery, and lifestyle brands across nine currencies

- **Customised communications** payment receipt email redesigned in partnership with Xoxoday's implementation team for a polished, on-brand experience
- **Real-time reporting** full order-level visibility, vendor status, and delivery confirmation tracked live for finance and program teams
- **Dedicated support** every support ticket raised across the program period was resolved, with an average closure time of 16.2 hours

THE RESULTS

Hundreds of rewards delivered, zero manual effort

Over the program period, employees redeemed rewards across 132 unique brands spanning retail, department stores, jewellery, travel, and food delivery, in nine different currencies, from AED and USD to GBP, EUR, IDR, and beyond. The breadth of the catalog meant employees across the GCC could choose rewards that felt genuinely personal, rather than settling for a generic selection.

The operational shift was equally significant. 99% of rewards were delivered on the same day they were ordered, a direct result of replacing manual fulfilment with a live API connection. The team moved from managing individual orders to monitoring a live dashboard. Every support ticket raised across the program was closed, with an average resolution time of under 17 hours.

AED 780K+

Total reward value distributed to employees

99%

Same-day delivery rate across all orders

100%

Support ticket resolution rate, every ticket closed

132

Unique brands redeemed across the program

Plum by Xoxoday

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