

TOTAL ACTIVE HUB · UNITED KINGDOM | EMPLOYEE WELLNESS

Wellness milestones. Automated rewards. Zero manual steps.

How Total Active Hub used Xoxoday Plum's API to automate reward delivery for employee wellness programs - turning every activity milestone into instant, tangible recognition, without a single manual process.

COMPANY PROFILE

INDUSTRY

Healthcare & Pharma

HEADQUARTERS

United Kingdom

PROGRAM

Employee rewards

USE CASE

Activity milestones

INTEGRATION

API

GEOGRAPHY

United Kingdom

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum - Global Reward Distribution

Global reward distribution platform - 1M+ reward options across 100+ countries, serving digital gift cards in wellness, grocery, dining, retail, and fashion, with a self-serve admin portal and real-time reporting.

INTEGRATION

API - Automated Milestone Triggering

Rewards fire the moment employees hit an activity milestone - connected directly to Total Active Hub's platform, with no manual processing at any step.

THE CHALLENGE

Wellness programs that lose momentum after week one

Total Active Hub designs and runs workplace movement programs for companies across the UK - from step challenges and active adventures to gym discounts and CSR initiatives. The core problem: employee wellness programs are easy to launch and hard to sustain. Without a tangible reward tied directly to physical effort, there is no reinforcement loop.

THE SOLUTION

From milestone to reward - without a single manual step

Total Active Hub integrated Xoxoday Plum via API - connecting their activity platform directly to a live rewards distribution engine. When an employee hits a qualifying movement milestone, a reward fires automatically.

- **API integration** automated reward triggering directly from Total Active Hub's platform, with zero manual processing per reward sent
- **Self-serve admin portal** full visibility into reward status, catalog management, and program configuration without raising support tickets
- **Real-time reporting** every reward delivery confirmed instantly, with live fulfillment status for finance reconciliation
- **Multi-category wellness catalog** spanning sports, fitness, grocery, dining, and retail brands, giving employees a genuine choice that fits their lifestyle

THE RESULTS

A reinforcement loop that runs itself

Every reward is delivered automatically via API, triggered by real activity milestones and fulfilled without manual input. What earlier took several business days now reaches recipients the same day.

