



Rewards, Incentives, Payouts & Loyalty Solutions

End to end software solution for global earn & burn programs for employee R&R, consumer rewards, channel & influencer loyalty, incentive payouts powered by a rewards catalog

Xoxoday products manage the calculation and disbursement of rewards and incentives, typically known as “earn” programs



- Rewards & recognition
- Perks & benefits
- Lifecycle surveys
- Employee gifting
- Social intranet
- Sales Commission
- Sales Performance Management
- Gamification



- Customer loyalty programs
- Channel & influencer loyalty
- Omnichannel, coalition, and hybrid loyalty programs
- Campaigns, CDP, gamification



- Rewards API
- Survey Rewards
- ABM Rewards
- Gig Incentives
- Payouts & Refunds
- Gaming Rewards
- Merchant Promotions
- Corporate Gifting
- Referral Rewards
- Consumer Promotions

Xoxoday rewards “burn” marketplace serving 10M+ rewards across 30+ categories through APIs, storefront, codes, points and links, globally

Gift cards | Experiences | Merchandise | Swag | Flights & hotels | Lounges | Health & wellbeing | Financial products
Perks & offers | Top-ups & subscriptions | Prepaid cards | Charity & donations | Amazon marketplace | and more

250+ Integrations





Customers

- Consumer promotions
- Consumer loyalty
- Survey & panel rewards
- Instant payouts
- Referral rewards
- Gaming rewards
- Customer gifting



Employees & HR

- Tax, fringe & lifestyle benefits
- Blue & white-collar teams total rewards
- Employee engagement
- Employee retention
- Employee well-being



Sales & Channel Partners

- Wholesaler, dealer, agent, loyalty programs
- Sales commission management
- Sales incentive disbursal
- Quota planning & forecasting



Merchants

- Merchant loyalty programs
- Card linked offers
- Rewards & redemption partners



Banking & Insurance

Customer acquisition campaigns, customer loyalty program, card linked offers, referral rewards, employee rewards



Retail & Ecommerce

Customer loyalty programs, employee recognition, sales incentives, referral rewards, discount offer, refunds



IT & ITES

Employee recognition, employee benefits, employee gifting, sales incentives, ABM rewards



FMCG & CPG

Channel loyalty programs, consumer promotions, influencer loyalty, sales incentives, employee recognition



Travel & Hospitality

Customer loyalty programs, agent incentives, employee rewards



Oil & Gas

Recognize field teams, customer loyalty programs, fuel cards



Healthcare & Pharma

Recognize employees, patient loyalty programs, survey panel incentives



Edtech & Education

Employee recognition, teacher payouts, referral rewards, sales incentives



Automotive

Sales & dealer incentives, referral program, employee recognition



Infrastructure

Frontline worker recognition, employee rewards, client gifting

Empuls

All-in-one AI powered employee engagement platform

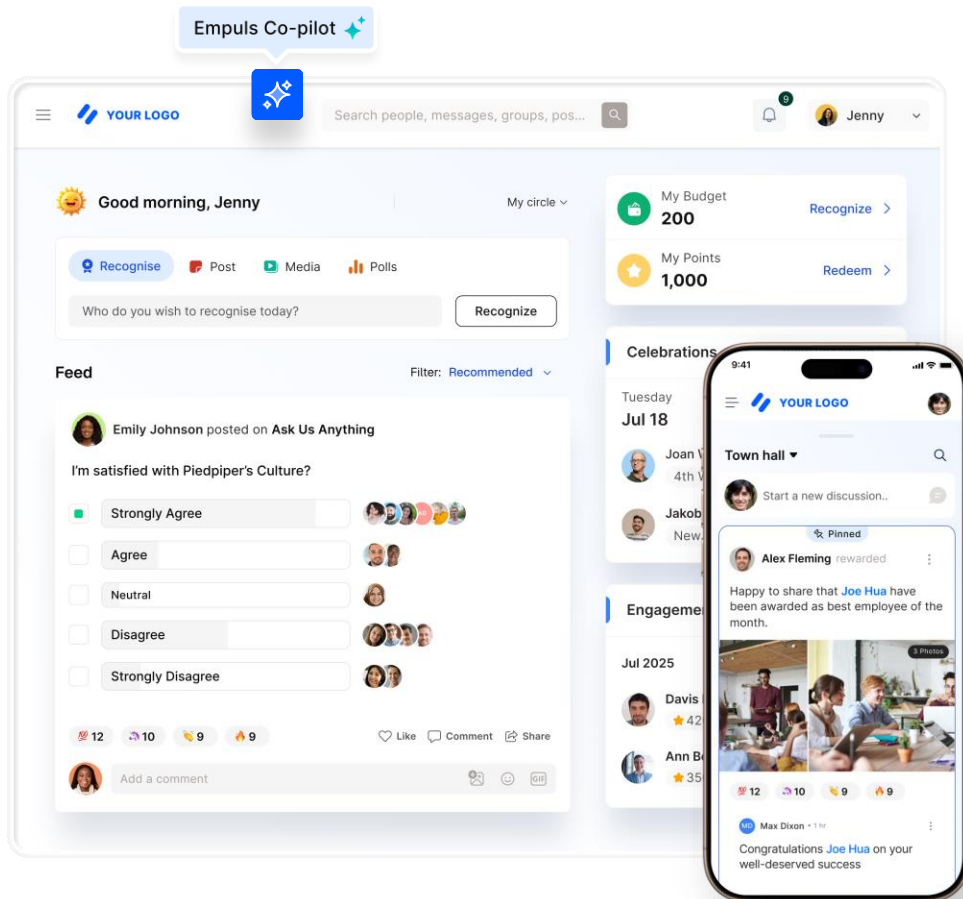
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Features

- Employee recognition & rewards: peer-to-peer, nomination-based awards, spot recognition, external recognition
- Reward, gifts & incentive automation – birthdays, service anniversaries, festivals, milestones, sales incentives
- Perks & benefits – fringe & lifestyle spends, wellness, discounts, salary advance
- Engagement & lifecycle surveys, employee feedback
- Social intranet, community, quiz, games, polls

Use cases

- Foster a culture of appreciation that celebrates employees' professional and personal achievements
- Retain & engage both blue-collar and white-collar employees with a personalized, inclusive total rewards strategy
- Promote physical, mental, and financial wellbeing
- Build communication and foster organic conversations



Empuls - Sales Commission Management

xoxoday

Sales commission, incentives, & sales performance management platform

Features

- Sales commission design & automation
- Quota, budgets & forecasts
- Commission payouts processing
- Sales performance insights
- Sales gamification

Use cases

- Design, implement, automate and manage sales commission plans
- Boost sales performance with gamification and leaderboards, driving engagement across sales teams
- Forecast revenue and monitor sales with real-time dashboards, custom alerts, and automated tracking
- Improve transparency & reduce manual errors, delay & operations for finance, sales ops, HR & leadership teams



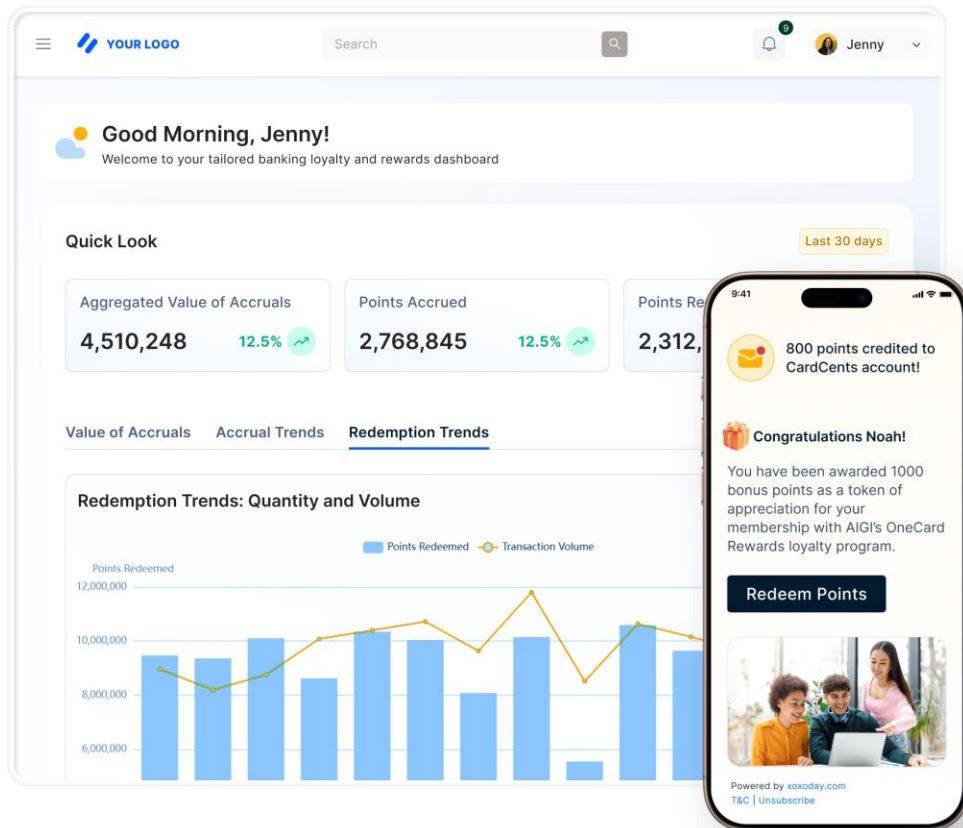
Channel & customer loyalty management

Features

- Multi-brand, channel, influencer, coalition, omni-channel loyalty programs
- Loyalty rule engines, campaigns, referrals & promotions
- CDP, member segments, gamification & loyalty tiers
- Run multi-tenant, multi-lingual & multi-currency loyalty programs

Use cases

- Customer acquisition and growth campaigns across customer omni-channel touchpoints
- Customer engagement & retention with personalized campaigns and targeted offers
- Customer loyalty programs for banking customers, insurance, ecommerce, retail, hospitality, travel, oil & gas etc industries
- Channel & influencer loyalty programs for CPG, FMCG, FMCD, infrastructure, logistics etc industries
- Access to valuable customer data, preferences & insights



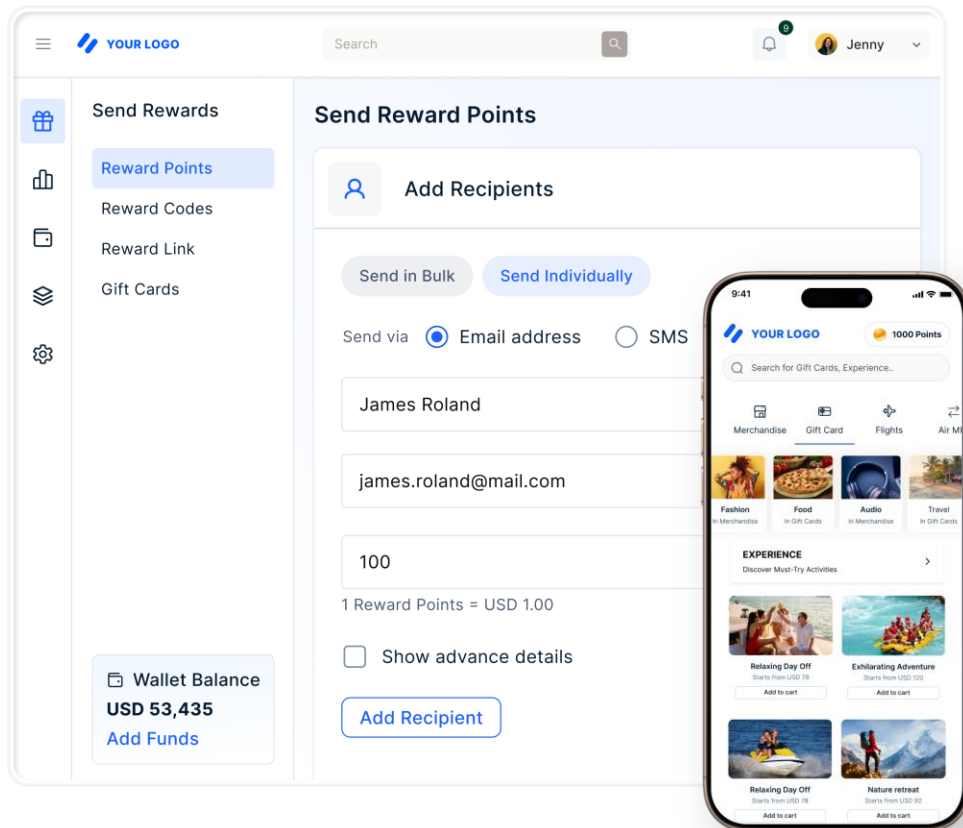
Plug & play global rewards catalog

Features

- Multiple reward distribution modes – reward codes, links, points
- Available through APIs, SDK, in-app, iframes, storefront
- Whitelabelled global rewards store
- 30+ categories like digital & physical gift cards, merchandise, swags, travel, miles, lounges, charity, offers, prepaid cards etc

Use cases

- Offer rewards and automate incentive distribution to motivate survey panel participants
- Seamlessly design and run consumer promotions with sales contests, sweepstakes, giveaways, spin the wheel or scratch cards
- Integrate with leading CRM/ABM platforms and optimize sales funnel through rewards
- Disburse payouts instantly for various use cases
- Rewards catalog fulfilment globally
- Employee, client, corporate gifting globally



Plum – Offers & Discounts

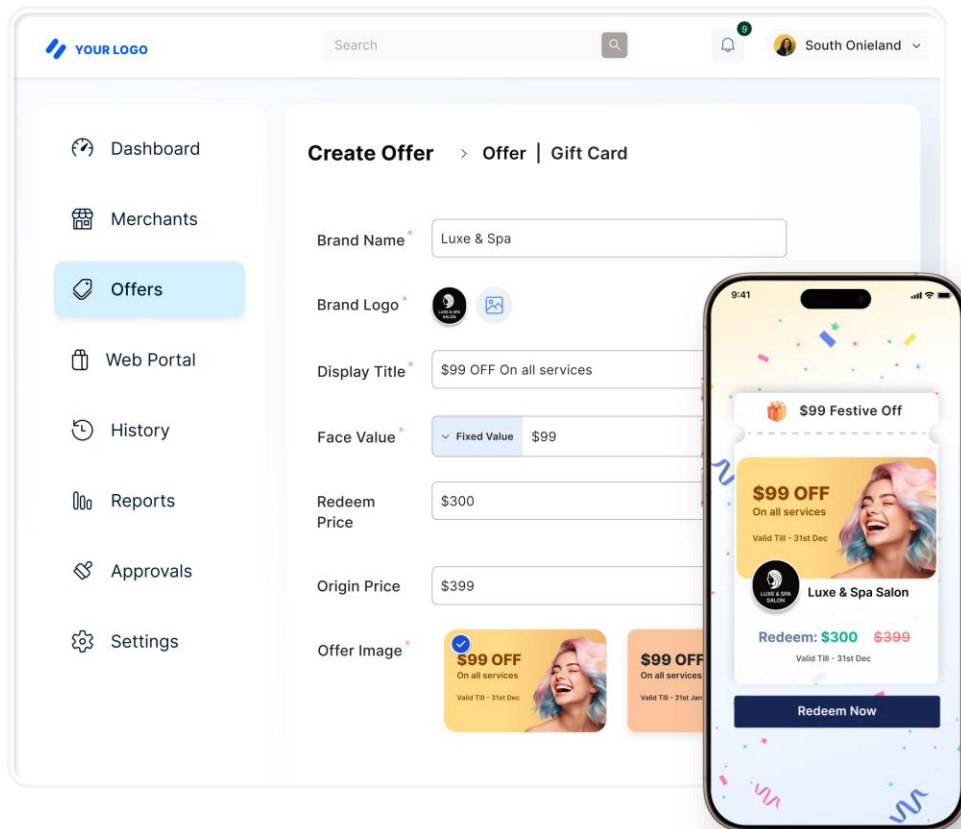
Create, distribute and measure card & merchant-funded offers

Features

- Modular platform for merchant-funded and card-linked offers
- Self-service merchant onboarding with approval flows
- Real-time offer creation, tracking and multi-mode redemption
- White-labelled, mobile-first application
- API-first for loyalty, POS, and payment integrations

Use cases

- Scale merchant-funded and card-linked offers to drive customer acquisition and engagement
- Enable payment providers to empower merchants with self-serve offer creation and analytics
- Track offer performance & optimize campaigns with real-time insights
- Deploy hyperlocal and curated third-party offers across banks, fintech, and marketplaces



World's largest AI-assisted rewards marketplace

xoxoday

With 10M+ options across 150+ countries



E-gift card

25,000+ brands across electronics, dining, fashion, travel and more



Physical gift card

2000+ brands physical gift cards



Travel

Book hotels, flights, lounge access, and car rentals globally



Offers

Exclusive deals and daily discounts across global brands



Charity & Donations

Support education, disasters, poverty, health etc



Amazon products

Access to Amazon stores & marketplace



Experiences

Luxury tours, hobbies, dining, outdoors, wellness & adventures



Merchandise

Products from fashion, décor, electronics, office, travel etc



Top-ups

Magazine & book subscriptions, mobile top-ups



Games

Play games, auctions & game vouchers



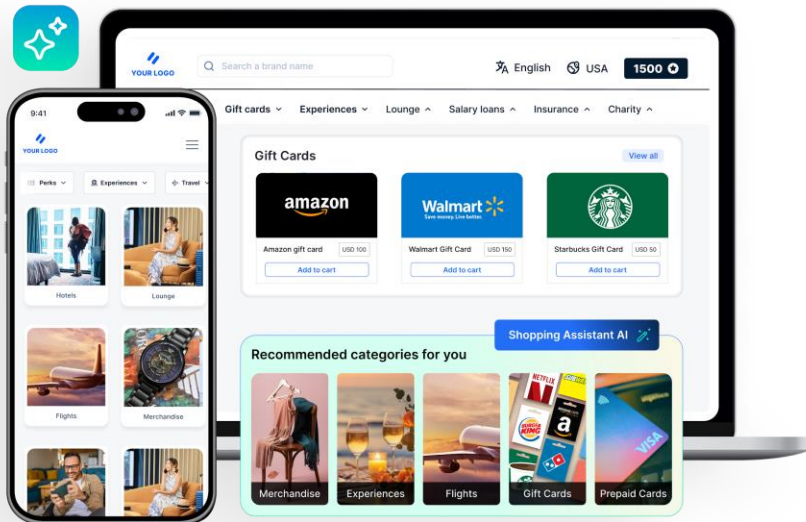
Financial products

Prepaid cards, bank transfer, loans, wallets, insurance, payouts and more



Swag

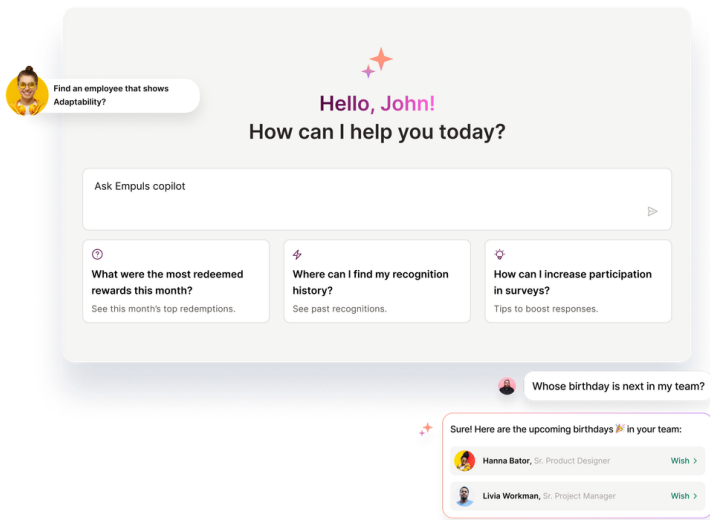
Customized branded swag as per your brand



AI Co-Pilot ✨

AI Assistant That Drives Actions, Analytics & Engagement

xoxoday



Personalized recommendations

Suggests the right reward choice, experience, or offer based on profile, context, and look-alike behavior.



Fraud Detection

Identifies suspicious transactions and anomalies by analyzing behavioral patterns and deviations from normal user activity.



AI Skill Mapping

Analyze recognition patterns and employee contributions to uncover skills, expertise, and capability gaps across the organization.



Model Context Protocol (MCP)

Connect AI assistants to Xoxoday, enabling rewards, incentives, loyalty, engagement, and payout workflows through prompts



Smart Nudges & Reminders

Smart notifications based on various insights like recognition gaps, reward redemption, survey completion, wellness challenge, quota achievement, loyalty tier upgrades, program adoption etc



Predictive Analytics & Insights

Forecast attrition, churn risks, sales quota, incentive slabs, CLTV and measure program effectiveness with data-backed predictions and insights

Driving ROI for All Stakeholders

Employees, Managers, HR & Leadership Find Great Value in the Platform



Employees

Single platform to experience the workplace culture. Conversations, share & seek feedback, send or receive rewards & gifts, milestones, participate in all celebrations, browse shop & save on your purchases.



Managers

Build high-performing teams that work together towards a shared vision. Leverage team data, insights, and action plans to motivate and engage your teams.



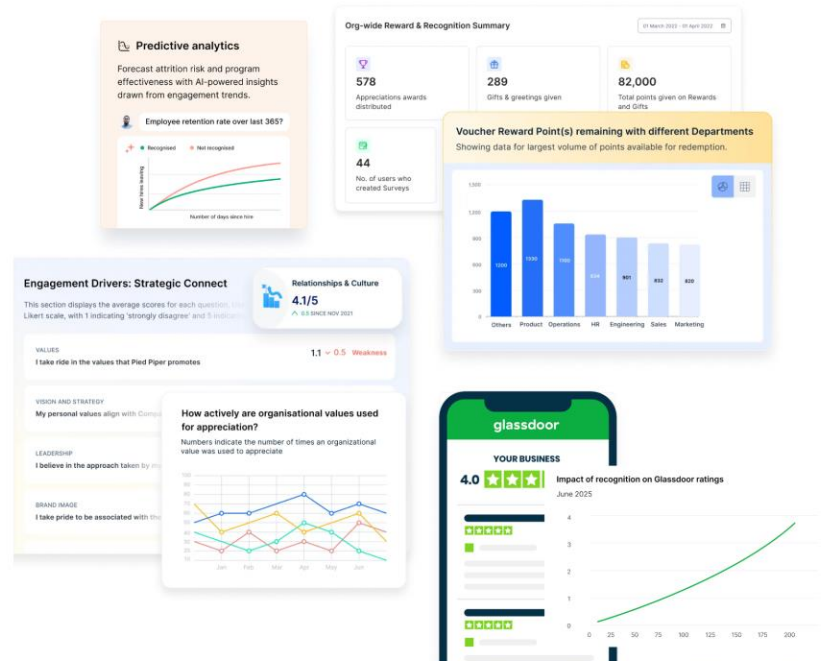
HR

Reduce repetitive tasks to focus on strategic people initiatives through actionable insights. Manage surveys, incentives, rewards, celebrations, benefits, communication, employee discounts, wellbeing & gifts.



Leadership

Drive company mission, vision and values. Create a people-first workplace culture where everyone thrives.



Seamlessly Integrate With Your Work Apps

HRMS Tools



Collaboration Tools



Single Sign-on



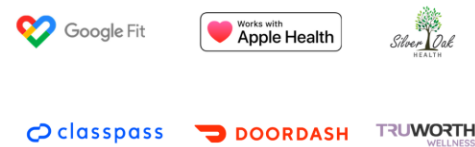
Rewards Network



TV & Digital Space



Wellness & others





Internationalization

Multiple languages, multiple currencies to launch a global program at scale. Flexible deployment capabilities on private/public clouds or on-premise for greater control and security.



Enterprise-grade security

Adheres to leading security and data protection standards, including GDPR, SOC2, ISO 27001, CCPA, CRPA, PDPL ensuring secure and compliant solution



Global rewards marketplace

Extensive catalog of rewards with 30+ categories, available across 150+ countries with local and international brands



Value for money

End to end rewards, incentives & loyalty solutions in one platform powered with an extensive global catalog helps you lower the TCO & gives high value for money



Global support

Dedicated account management and 24/7 global support to ensure seamless operations across different geographies

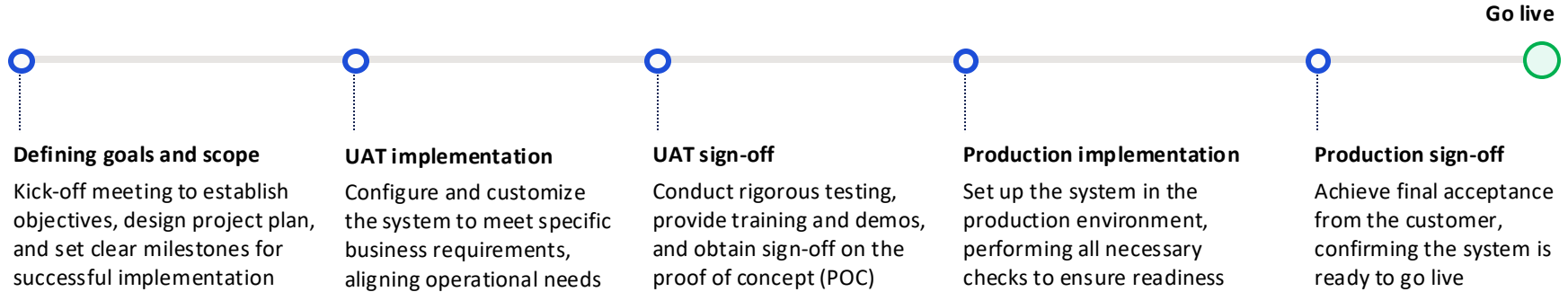


Configurable solutions

White-labelled & configurable solutions to meet specific brand & business requirements

Robust onboarding and implementation

xoxoday



Commitment to success

Our professional and structured implementation process ensures the successful and seamless integration of our products into your business operations



Continuous support

We provide unwavering support throughout the entire implementation journey and assure you that you are never left to navigate challenges alone



Expert guidance

Our comprehensive documentation and a team of subject matter experts will guide you through every step, ensuring a successful and efficient launch of the project

Security and compliance at the forefront

We're committed to providing a safe, secure, and compliant ecosystem for our customers

Data location control

Multi-region deployment with data residing in the location of your choice

Regular vulnerability tests (VAPT)

Regular comprehensive testing to identify potential security vulnerabilities and threats

Encrypted connections

HTTPS with TLS/SSL protocols to create a secure connection for all data transfers

Secure data integration

Integrations with your HRMS, CRM, ERP, DMS, payroll and via SFTP, HTTPS, OAuth REST APIs, SSO and site-to-site VPN tunnels

Role-based access controls (RBAC)

Secure restricted access using roles and permissions

Infosec compliance

Compliant with global infosec policies in ISO, SOC 1 & 2, CCPA, GDPR, HIPAA, CPRA, PDPL etc



Global 24*7 customer support and success

xoxoday

 Support center →



Dedicated support team

Comprehensive support via phone, email, and chat to ensure smooth operations



Exceptional customer success

Customer success team offers regular check-ins & QBRs to help you achieve your goals



Robust SLA commitments

SLAs ensure reliable, accountable support with high first-contact resolution



Knowledge-base and resources

Comprehensive self-help resources, including user guides and API docs



What our Customers say



Very responsive with 100% uptime

Thanks to Xoxoday, we can now automate the survey incentive procurement and distribution, thus saving high costs and time. The overall online respondent experience has also been excellent.

Ravi Gour

Regional Panel Leader (Asia-Pacific), Nielsen



40% improvement in meeting sales targets

The real-time tracking and leaderboards sparked a competitive spirit we hadn't seen before. Our sales reps worked harder and smarter, driving a 40% boost in hitting and exceeding targets.

Regional Sales Head

Mahindra



Mercedes-Benz

100% accuracy in payouts

With over 10,000+ sales team members worldwide, Xoxoday has given us the confidence to ensure accurate payouts and has been instrumental in making our commission calculations seamless.

Regional Sales Head

Mercedes



Increased rewarding efficiency

Our employees really like the Xoxoday rewarding process. The customer service that they offer is exceptional and commendable. That was the most important criteria for us to decide on them.

Human Resource Business Partner

H&M



Excellent and extensive platform

We utilized long-service awards, social intranet and recognition for employee engagement. The platform is excellent, and its extensive rewards & recognition options provide employees with a variety of choices.

Swati Arora

Country Management & Benefits HR Manager, AT&T



Our loyalty management shines through Xoxoday

We sincerely appreciate Xoxoday's level of detail and accountability. We have seen tremendous improvement in customer engagement and recommend them to other banks and fintech.

Siny Antony Davis

Manager, Retail Banking Group, CBI

The Xoxoday Impact

3000+ Clients

amazon

Adobe

Capgemini

Standard Chartered

Rakuten

HSBC

Mercedes-Benz

Western Digital

Nielsen

H&M

Microsoft

Nestlé

What Our Customers Say

"Xoxoday helped us craft a great user experience for our caregivers - excited to scale the partnership."

Aparna, Employee Experience Leader

Providence

"Xoxoday revamped our rewards program with unmatched redemption options, standing out from other vendors."

Biju, HR Leader

Capgemini

"Our team values Xoxoday's rewarding process and standout customer support - it was key to our decision."

Human Resource Business Partner

H&M

"An excellent platform with robust R&R features that enhanced engagement across our organization."

Swati, Country Management & Benefits HR Manager

AT&T

ROI to Our Customers

- Higher Engagement & retention through a culture of appreciation & feedback
- Better Performance through goal-linked incentives
- Reinforces company values & behaviours
- Personalizes key employee lifecycle moments
- Offers discounts to improve financial wellness
- Inclusive Workplace & belonging through social features
- Actionable Insights - Tracks sentiment with surveys & analytics
- Simplified HR Ops - Automates various HR tasks
- Stronger Employer Brand - Enhances reputation and referrals

About Xoxoday

xoxoday

Leadership



Pascal Xatart
Board Chairman



Nicholas Smalle
Board Member



Sumit Khandelwal
CEO



Manoj Agarwal
CPO



Abhishek Kumar
CTO



Kushal Agrawal
CMO



Abhimanyu Choudhary
CSO



Piyush Khandelwal
COO

Overview



Founded in 2012



10+ global offices



250+ integration partners



400+ employees



APIS Partners PE investment



65M+ happy users

3000+ clients

amazon

Adobe

Nielsen

Capgemini

Standard
Chartered

H&M

Rakuten

HSBC

Microsoft



Mercedes-Benz

Western Digital

Nestlé

Recognitions



Gartner

2024: Peer Insights
Customers' Choice

FORRESTER

2023: Employee
Recognition Landscape

Deloitte
Technology Fast50

nasscom

ima

SIRM
BETTER WORKPLACES
BETTER WORLD



Everyday is rewarding

[Connect with our expert to schedule a demo](#)

Loyalty | Employee Engagement | Sales Commissions

Channel Incentives | Rewards Marketplace | Merchant Offers

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