xoxoday

—

Compass

Channel Partners Programs and Sales Incentives Solution

Xoxoday Snapshot

500+
Clients

2.5Mn
Active Users

180
Team Size

70%
Growth MoM

5+
Countries Presence

Awards

Deloitte's
Technology
Fast 50

Oracle Global
Accelerator
Program

Hay Group
Next Big
100 Companies

People Matters
Tech HR
Award

SaaStr
EUROPA
Finalist

India SME
Awards

Program Objective

Communication

- Create closed groups & communicate among top performers or regions

- Engagement with the Inner Circle

- Two way, transparent and instant communication with the brand and partner network

- Announcements, automated birthdays/anniversary features

- Survey feature to conduct survey and gain insights

Campaign Management

- Launch and execute objective driven incentive programs and campaigns

- Performance reports accessible to the Sales Team & Admin on real time basis

- Web and mobile app availability

- Insights and ROI analysis

Analytics/ Reports

- Creating and Communicating Long term, short term & Ad-Hoc Campaigns for Partners

- Instant recognition and incentive delivery

- Create SKU wise campaigns and track performance

- Significant Milestones of achieving aspirational volumes etc.

- Gamified approach to create healthy competition

Engagement/Loyalty/Rewards Program Challenges

Operational Challenges

Managing data, distribution of incentives and logistics

Manual Errors

Computation of Reward Points/Value is a manual activity which makes it prone to error and disputes.

Distribution Delays

Delayed gratification leads to low motivation to achieve future targets

Campaign Management

Managing complex data rule sets with automated settings is a challenge.

Choice in Catalogue

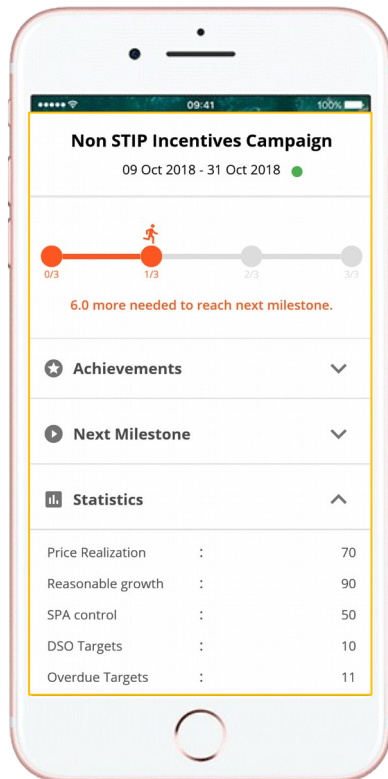Limited Choice of brands / categories available in catalogues does not appeal to all.
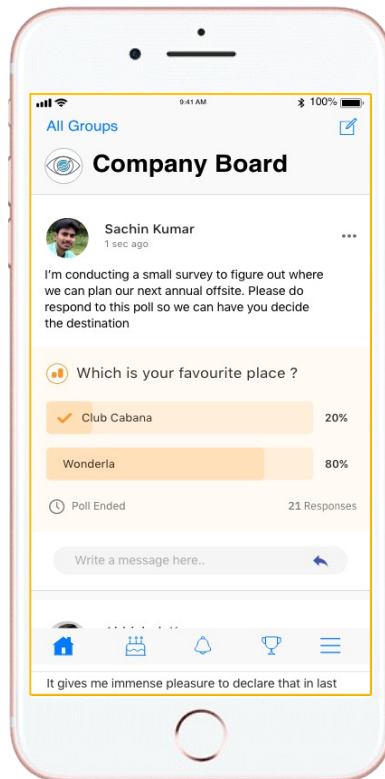
Reporting & Analytics

Lacl of analytics data to understand and analyze the Campaign ROI, Effectiveness & Reach
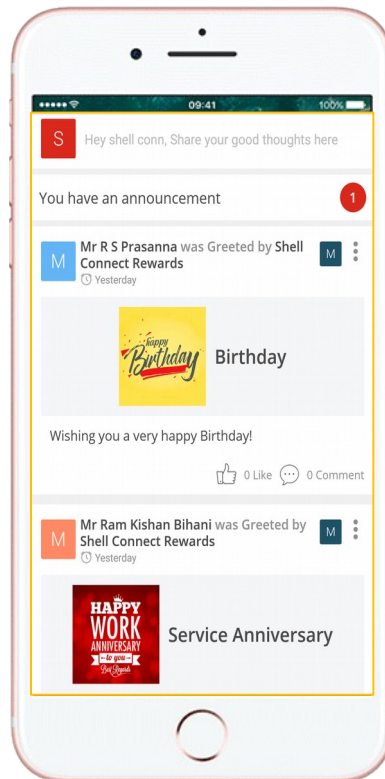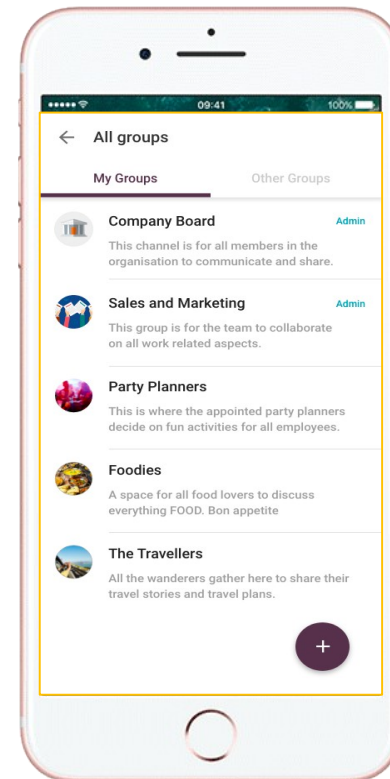
Pillars of Xoxoday Compass

Alignment

Non STIP Incentives Campaign
09 Oct 2018 - 31 Oct 2018 ●

0/3   1/3   2/3   3/3

6.0 more needed to reach next milestone.

⭐ Achievements ⌄

▶ Next Milestone ⌄

📊 Statistics ⌃

Price Realization	:	70
Reasonable growth	:	90
SPA control	:	50
DSO Targets	:	10
Overdue Targets	:	11

Empower

All Groups

👁 **Company Board**

Sachin Kumar
1 sec ago   ...

I'm conducting a small survey to figure out how we can plan our next annual offsite. Please do respond to this poll so we can have you decide the destination

📊 Which is your favourite place ?

✓ Club Cabana   20%

Wonderla   80%

🕐 Poll Ended   21 Responses

Write a message here..

It gives me immense pleasure to declare that in last

Motivate

S   Hey shell conn, Share your good thoughts here

You have an announcement   1

M   Mr R S Prasanna was Greeted by Shell Connect Rewards
🕐 Yesterday

🎂 Birthday

Wishing you a very happy Birthday!

👍 0 Like   💬 0 Comment

M   Mr Ram Kishan Bihani was Greeted by Shell Connect Rewards
🕐 Yesterday

HAPPY WORK ANNIVERSARY   Service Anniversary

Collaboration

← All groups

My Groups   Other Groups

Company Board   Admin
This channel is for all members in the organisation to communicate and share.

Sales and Marketing   Admin
This group is for the team to collaborate on all work related aspects.

Party Planners
This is where the appointed party planners decide on fun activities for all employees.

Foodies
A space for all food lovers to discuss everything FOOD. Bon appetite

The Travellers
All the wanderers gather here to share their travel stories and travel plans.

+

Compass: Key Features

Align

Objectives & Key Results

Continuous Performance

Targets & Campaigns

Empower

Surveys

Feedbacks

Budgeting

Transparency &
Visibility

Motivate

Performance Based Incentives

Badges

Rewards Automation

Storefront

Gamification

Collaborate

Feeds & Announcements

To do list

Groups & Community

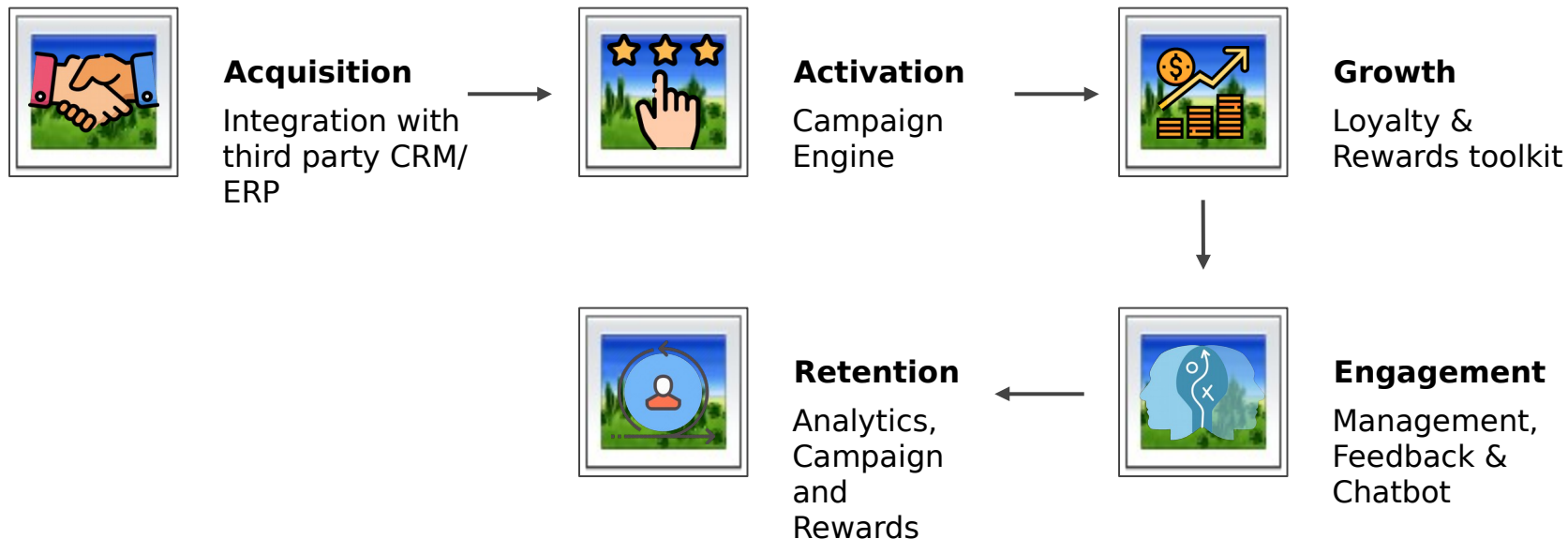Sharing data & information

Chat and Voice bot

Scalable Technology

Data Security, Third Party Integrations, Web and Mobile, Multi Lingual, Multi Currency,

How does our customer lifecycle work?

Acquisition

Integration with third party CRM/ ERP

Activation

Campaign Engine

Growth

Loyalty & Rewards toolkit

Retention

Analytics, Campaign and Rewards

Engagement

Management, Feedback & Chatbot

Compass Benefits

Brand

- Completely automated

- Data driven and intelligent

- Launch a wide variety of objective driven programs on the highly scalable and flexible program design environment

- Reduce overall cost of program through transparent and error free program execution

- Highly engaged Partners

Partners

- Information about new programs

- Enrollment workflow

- Up to date information on program performance

- Visibility to earned incentives and payment status

- Instant and continuous support on email, chat bots, voice bots and call
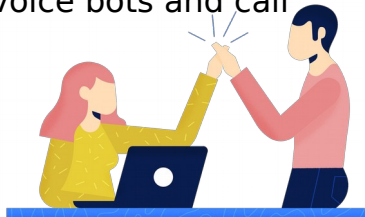
Sales Team

- View partners progress

- Visibility to up to date sales incentive numbers of downstream channel

- Actionable insights for the way forward

Incentive Program Management

Xoxoday - Incentive management platform works as an integrator for the scheme based programs. Organizations can run sales / customer feedback based Programs by targeted communication, tracking performance & incentivize the stakeholders in a single platform.

Incentive Program Management

Design Programs

Define Participants

Execute Programs

Performance Tracking

Incentives
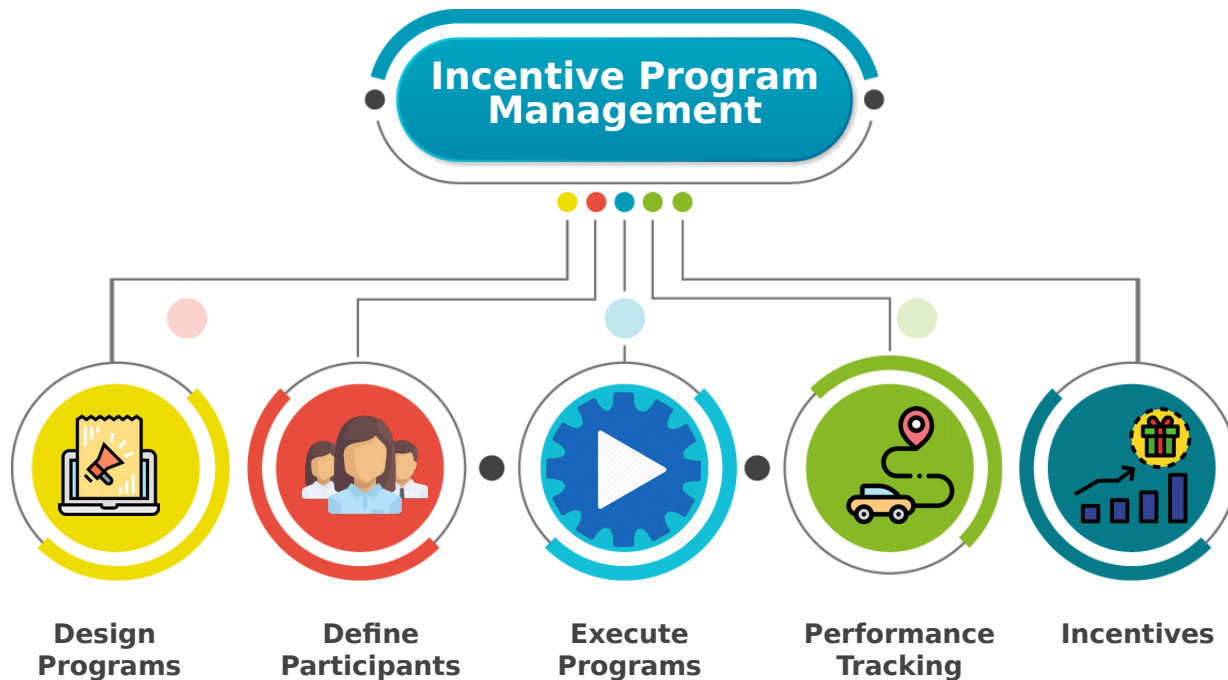
Program Design - Flexible - Scalable - Intuitive

Multi-attribute eligibility parameters

- **Define complex conditions based on transaction attributes:**

  Partner tier, Region, Product group and more

Multiple Payment options

- Cash payout to bank account,

- Experiences, Gift vouchers and more

- Credit notes

Program Type

- **Performance based programs:**
  Value-Volume Based, Product, Tier/Slab/Milestone

- **Objective based programs:**

  Growth, Market reach, Order Size

- **Activity based:**

  Onboarding, Compliance

Multiple award conditions

- Combine multiple metrics, Sales volume and region

- Milestones/Tiers/Slabs based awards

- **Define non-rewards outcomes:**

  Promotion of partner to next partner tier

Program setup view

Metrics

Target Parameter Details

Parameter Name	Data Type	Nature Of Input	Show in Participant Dashboard
Target achieved in %	Numeric	Total Sum(Cumulative)	Yes

Other Target Parameter Details

Parameter Name	Data Type	Show in Participant Dashboard
Total Secondary Target	Numeric	Yes
Total Secondary Achieved	Numeric	Yes
July Target	Numeric	Yes
July Achieved	Numeric	Yes

My Rewards

Partner view of program performance (Web & App)
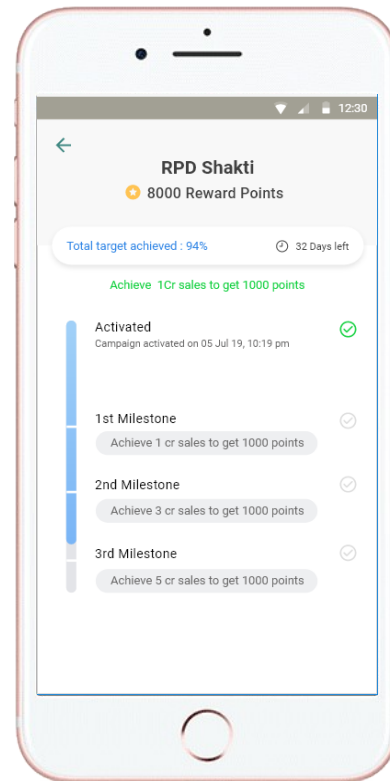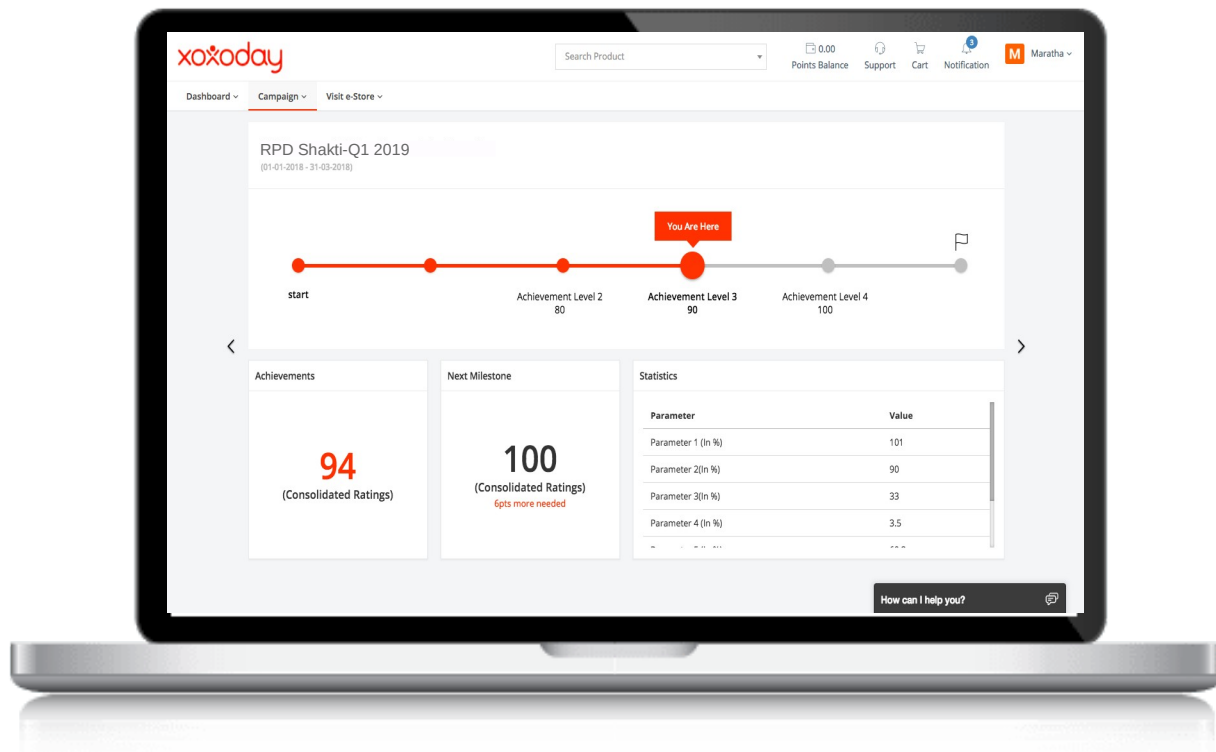
Stakeholder Dashboards in Program

Retailer View
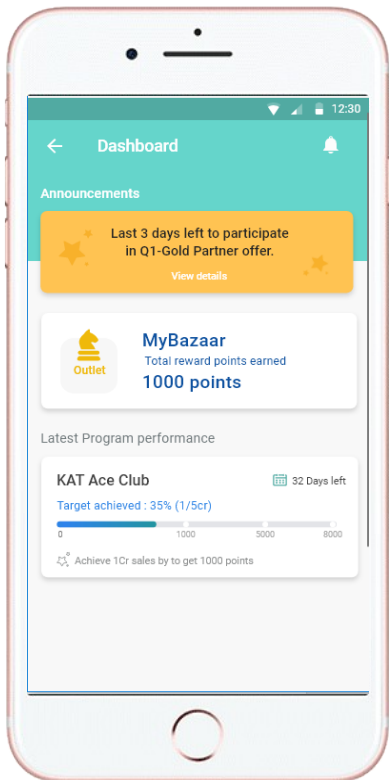
AW View
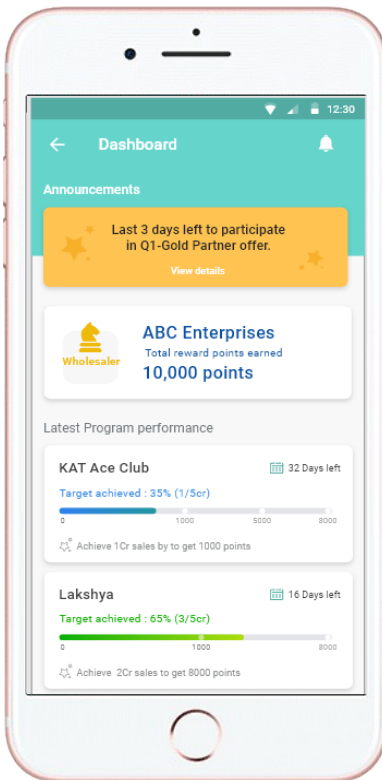
ASE View
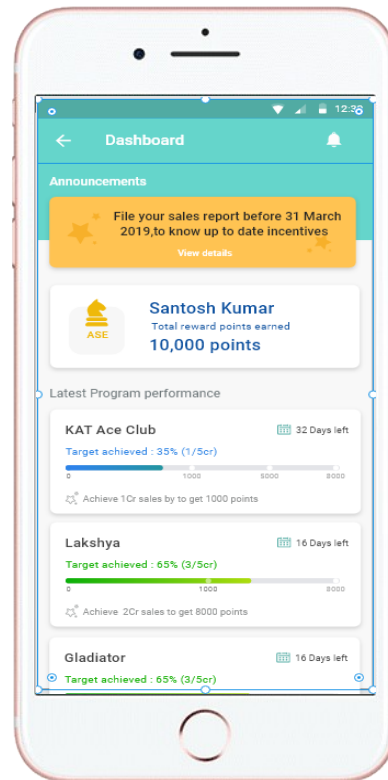
Case Studies

Hi-Tech Equipment

- Launched quarterly programs for 3 Pan India Distributors and 100 resellers

- Cash payout directly to reseller

- Complex eligibility criteria based on products, services and partner tier (Gold, Silver, Platinum)

- White labelled android and iOS app for partners and resellers

FMCG

- Milestone based rewards for stockists

- Point redemption on Xoxoday rewards store

- White labelled android and iOS app for partners and resellers

Xoxoday Catalog: Experience and Activities

A collection of 5000+ curated experiences and activities.

Agriculture Experience

Arts & Crafts Experience

Authentic Food Experience

Countryside Tours

Rejuvenation Experiences

Local Dance Experience

Exotic Dinner Experience

Historical Site Visits

Xoxoday Catalog: Digital Gift Cards & Perks

A collection of 1000+ digital gift cards & 5000+ perks across the globe.

Xoxoday Catalog (In progress)

Fintech	Health & Wellbeing	E-Learning	Transport	Vacation & Travel
Privileges	Events/ Entertainment	Loans	E-Commerce	Gift Voucher
CSR	Utility Bill Payments	Hotels	Insurance	Subscription

Thank You

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