



**Businesses** are  
constantly looking to  
improve Performance,  
Revenue, Productivity  
and Growth.

It's the **people** who drive these metrics.

- Employees
- Sales, Gig & Channel Partners
- Customers





Highly engaged and motivated Employees, Sales, Channel and Consumers -

- can drive better business results.

But...

Holistic solutions to motivate and engage them don't exist.

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INTRODUCING

xoxoday

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# The complete toolkit for **motivation and engagement**. Rewards, Incentives, Benefits and Commissions simplified



Connect, align, motivate and empower employees with Empuls employee engagement platform. Develop your employee experience to drive business results.



Gamified incentives and engagement platform to drive performance for sales teams, channel partners, gig workforce, delivery and call center teams.



Digitize rewards, benefits, incentives and savings programs. Powered with a global catalog of gift cards, experiences, perks, wellness & travel categories.



# A deep-dive into the dynamics of Motivational Currency

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# Motivational Currency is the 'need of the hour'

What is motivational currency? It is what drives your workforce, collectively.

It may be praise and words of affirmation. For some it's tangible results, checking off the to-do lists, and showing measurable progress.

Organizations should understand what motivates people, now more than ever, and design engagement plans that can truly tap into their calculated motivational currency.

It is the only currency  
which comes with  
no budget cut





# What are the drivers of Motivational currency?

# Extrinsic Motivation

In the context of the workplace, extrinsic motivation drives -

reaching targets before the deadline so that we don't miss out on our allotted incentive,

taking up a new course for a faster promotion, or

following organizational policies for compliance.

Variables influencing or affecting extrinsic motivation are :

01

Salary, benefits & financial

02

Ownership over actions

03

Positive assessments & feedback

04

Fame

05

Status

06

Clout

07

Public image

08

Relationships (with those who matter)

# Intrinsic Motivation

Intrinsic motivation is something which you innately do as a reward for yourself.

Intrinsic behavior roughly corresponds to our 'higher needs' - such self-esteem, sense of achievement, or a desire for self-development.

Variables influencing or affecting intrinsic motivation are :

01

Freedom of action

02

Challenge involved in the task

03

Variety and diversity of the work

04

Accountability

05

Authority

06

Regular and honest feedback

07

Development and improvement of the self

08

Prestige and rank

Importance of  
Motivational Currency  
in current times





# Pay with coins of Influence and Inclusion

The key is to pivot your organizational design around your team's motivation values.

A 'people system' that runs on a happy loop keeps delivering with consistency and quality, promoting -

- Lesser Attrition
- Higher Performance
- Winning Culture
- Increased Productivity, etc.

# And implement innovative Reward Currency



Gift Vouchers



Experiences



Financial products e.g. Insurance



Learning courses



Mental Wellbeing programs

# Use-cases

## Motivational Trigger

## Currency Type

## Business Goals



Employees

Intrinsic



Positive feedback,  
value badges,  
applause cards



Better performance,  
lesser absenteeism/  
attrition



Channel  
partners

Extrinsic



Milestone incentives,  
festival gift vouchers,  
tenure rewards



Reduced CAC,  
improved retention,  
cross-sell



Blue-collar/  
Delivery teams

Intrinsic  
+ Extrinsic



Appreciation,  
performance badges  
+ incentive gift cards



Higher productivity,  
customer satisfaction,  
revenue growth

# Use-cases

## Motivational Trigger

## Currency Type

## Business Goals



Sales team

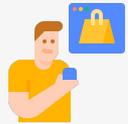
Extrinsic  
+ Intrinsic



Sales incentives,  
performance badges



Improve performance,  
retention, revenue  
growth



Consumers

Extrinsic



Rebates, offers,  
cashbacks, referral  
incentives



Improved CLTV, upsell,  
cross-sell, reduced CAC



Quality, Customer  
support

Intrinsic  
+ Extrinsic



Spot awards,  
milestone based  
incentives, bug bounty



Low defects,  
high quality

# In conclusion...



$$\text{Impact} = \left\{ \begin{array}{l} \text{Motivational} \\ \text{Currency} \end{array} \right\} \times \text{Effort} \left. \vphantom{\left\{ \begin{array}{l} \text{Motivational} \\ \text{Currency} \end{array} \right\}} \right\}^{\text{Reach}}$$

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Action isn't just the effect of motivation, but also the cause of it.

- Mark Manson

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# THANK YOU

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