

# Rewards & Incentives Program for **Real Estate** Developers



Leader in the G2 Grid for Rewards & Incentives



*Make Everyday Rewarding*





## Customer Referrals - A huge untapped opportunity

One of the largest real estate developers in South India, in terms of land bank size, wanted to capitalize on customer referrals.



# Challenges faced



1

## Manual Referral Program

The absence of an automated customer referral program resulted in logistical hassles and time delays.

2

## Cookie-cutter Rewards

A limited reward catalog was a turn-off for customers.

3

## High CAC on Google Ads

Acquiring new home buyers via channels like ads contributed to a high cost per lead.

# Solution offered by Xoxoday Plum

A robust reward program that boosts customer referrals and powers loyalty campaigns.



## Solution 1

The automated distribution of rewards helped them get rid of vendors and unnecessary time delays.

## Solution 2

Customers can redeem rewards with a single click thus ensuring an intuitive user experience.

## Solution 3

Buyers can redeem rewards from a huge global catalog containing 21,000+ reward options across 100+ countries.



# Impact due to Plum Rewards



## Top-line Growth

The contribution of referrals increased from 8 to 13% in top-line growth.

## Improved NPS Scores

Over 1 crore INR worth rewards distributed in the last 2 quarters of 2020 resulting in increased NPS scores and referrals.

## Increase in costs saved

The real estate developer availed 100% refund of unclaimed rewards leading to a cost-saving of 11.8 lakh INR.

## Reduced Cost per Lead

70% reduction in costs for leads acquired via customer referrals.







## Broker Incentive Program

A global real estate provider boosted sales conversions with instant reward gratification.



# Challenges faced

Due to an ad hoc process, there was a delay in reward gratification to real-estate brokers across 10 locations in India.



1

## Delay in Reward Disbursement

“Takes Forever” to buy, send and track incentives. This leads to demotivation amongst real estate brokers.

2

## Lack of Transparency

“Complains” about the delay in sales commissions.

3

## Cumbersome End-User Experience

“A bad end-user experience” due to a decentralized reward distribution process.

# Impact due to Plum Rewards

## Increase in Sales

Sales volume increased by 40% over 6 months.

## Saving in Costs

Increased absolute cost-saving on unredeemed rewards from 1 lakh to 10 lakh INR in 2 quarters.

## Reporting and Analytics

Senior executives can now calculate clear ROI on the different gifting programs targeted at brokers.





# Customer Onboarding Experience

Buying a new home has been always a reason to celebrate.



# Challenges faced



1

## Gifts are difficult to track

It was a logistical nightmare to track physical rewards that were procured and distributed.

2

## Delayed Reward Delivery

Delayed gratification is as good as denied gratification.

3

## Limited Catalog

Due to a limited reward catalog, the end-user was unsatisfied with the gifts.

# Impact due to Plum Rewards

## Increase in NPS Scores

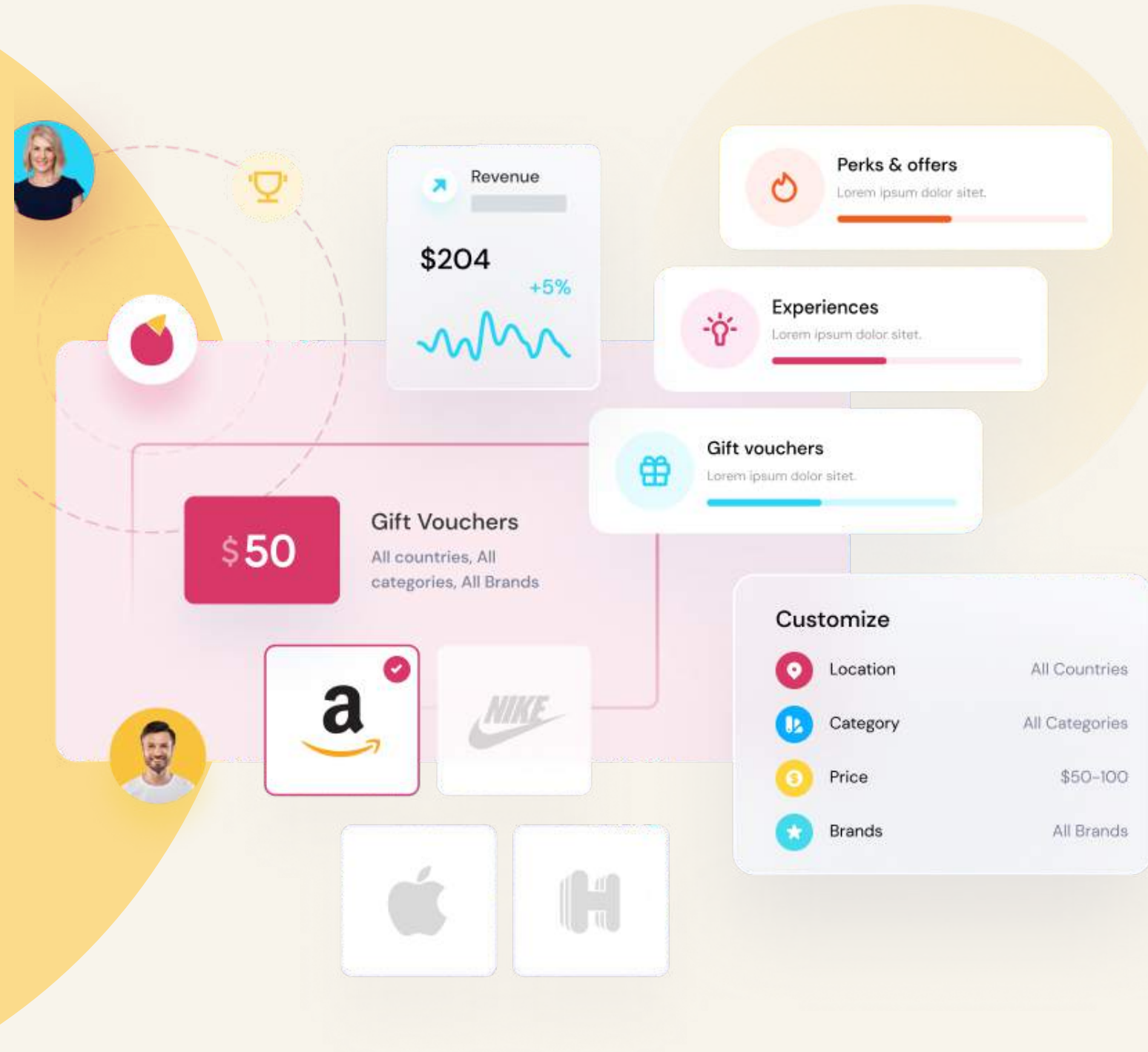
NPS Scores increased by 10 points over 8 months.

## Saving in Costs

Increased absolute cost-saving on unredeemed rewards from 50k to 7 lakh INR in 8 quarters.

## Reporting and Analytics

Senior executives can now calculate clear ROI on customer satisfaction programs.



# Gifting made simple

## Reports & Analytics

Reports and Analytics to understand the effectiveness of the rewards program.

## Engage buyers

Engage your high-value buyers with tailored gifts.

## Simplify Logistics

Simplify end-to-end logistics for reward procurement and distribution using technology.

## Global Catalog

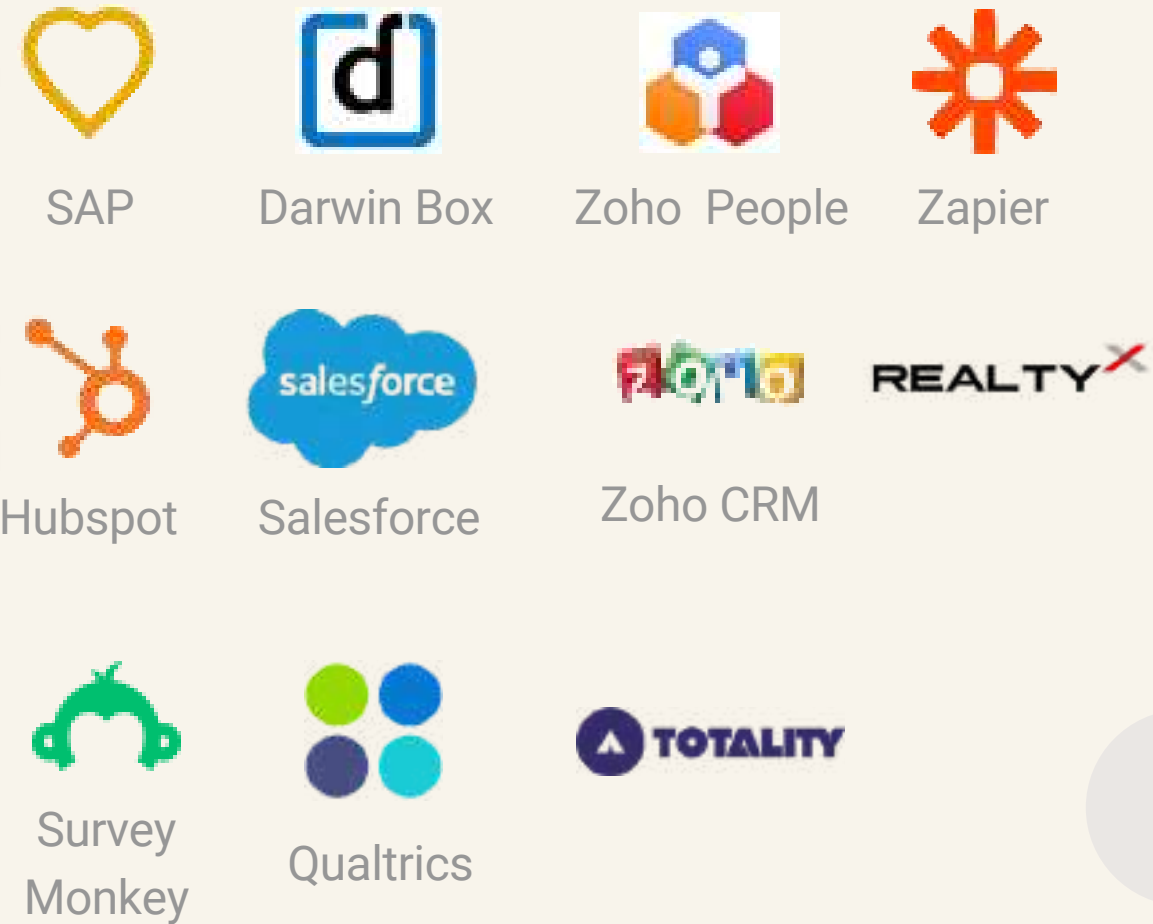
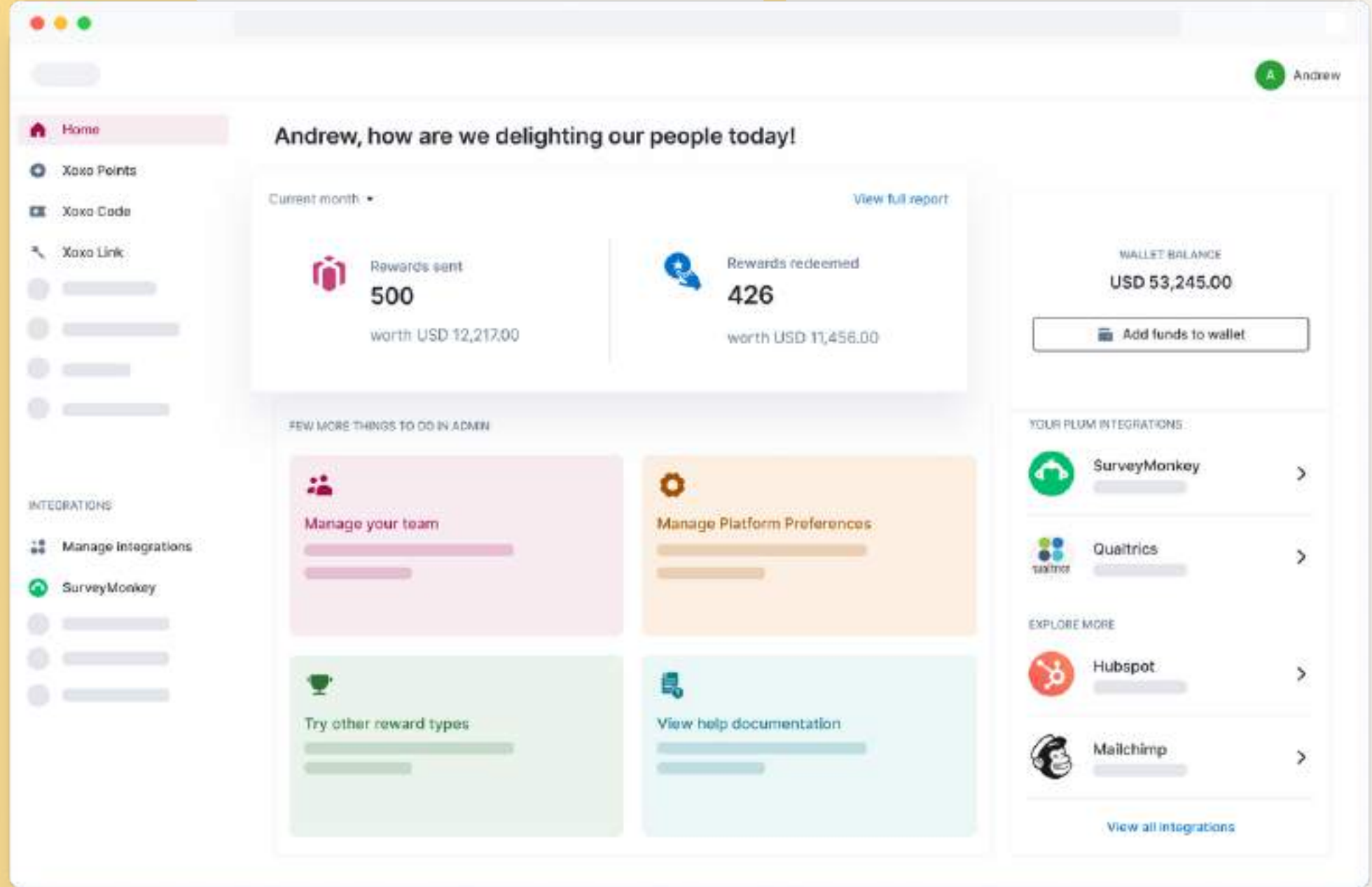
A reward catalog that provides hassle-free alternative to cash payments.














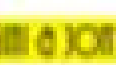





















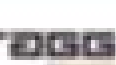






























# A solution that enables rewards from the flow of work.

We integrate natively with more than 20 tools.

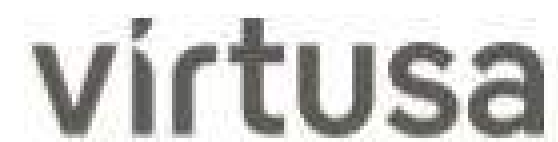


# Wide variety of options to choose from

A collection of 21,000+ gift cards & perks across 100+ countries.

Automobiles	    	Retail	   
Children	    	Health	   
Books	 	Utilities	  
Fintech	   	Learning	   
Charity		Gadgets	    
Entertainment	   	Shopping	    
Food	     	Travel	     
Fashion	  	Subscriptions	    

Plum delivers promise to **1,000+ global clients** and **2 million users.**



# Unmatched Support that users swear by



## Customer Satisfaction (CSAT)

Industry	94%
<b>Xoxoday</b>	<b>97.4%</b>

## First Response Time

Industry	4 hrs
<b>Xoxoday</b>	<b>within 2hrs</b>

## First Call Resolution

Industry	35%
<b>Xoxoday</b>	<b>72%</b>



**People work for money but go the extra mile for praise, recognition, and rewards.**

**Let's Talk**

**[www.xoxoday.com](http://www.xoxoday.com)**  
**[cs@xoxoday.com](mailto:cs@xoxoday.com)**



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