

# 23,000 Gifts Curated for Employees During the Festive Season

Here's how SmartQ created memorable festive experiences for corporate clients through innovative gifting solutions, events, and more!



## SUMMARY

**23,000**

gifts curated for employees  
during the festive season

**13 cities**

outreach across India

**2,300 kg**

of premium dry fruits  
delivered

## OVERVIEW

A leading global Irish-American professional services company, serving clients in 120 countries, envisions bringing innovations to improve the way the world works and lives. In line with this vision, the client sought to delight its employees during the festive season by offering thoughtful gifts. To achieve the objective of creating a memorable experience in the client's workplace, SmartQ meticulously planned and executed heartfelt gifting solutions for its employees.

Explore how SmartQ created an unforgettable workplace experience through their gifting solutions.

## CHALLENGES

SmartQ faced several challenges in providing exceptional gifting solutions at the client's workplace.

- **Uniform Employee Experience:** The client had multiple offices in the country with each office having a headcount of more than 1,000 employees. Delivering the same experience across locations to all the employees of the client was a challenge.
- **Managing Last-Minute Requirement:** With the requirement coming at the last-minute, managing a heavy influx of orders and ensuring timely delivery, especially during the packed festive season was particularly challenging, especially with many people on leave.

## APPROACH

To overcome these challenges, SmartQ adopted a strategic approach that focused on understanding client needs, curating assorted gift boxes, and ensuring seamless execution.

- **Comprehensive Scoping:** The team conducted multiple brainstorming sessions to understand client needs and preferences. This involved in-depth discussions with clients to grasp their unique requirements and expectations for the festive season.
- **Curating Assorted Gift Boxes:** After thorough analysis, the team finalised the best gifting solutions for the last-minute need. They collaborated with multiple vendors to source all necessary items, ensuring high-quality and consistent gifts that catered to all preferences.
- **Seamless Execution & Flawless Coordination:** From selecting the right vendor partners to managing logistics, the team ensured a seamless execution process. Despite receiving last-minute orders from the client, SmartQ efficiently coordinated every detail to meet tight deadlines and deliver exceptional service.

## GIFTING OPTIONS CURATED FOR THE CLIENT

After thoroughly analysing the client's requirements, the team developed the following gifting solutions:

- **Dry Fruit Gift Box:** A premium gift box consisting of 7 different types of dry fruits, inspired by the 7 chakras of the human body, and paired with a traditional terracotta diya. The design was inspired by the renowned Indian artist Jamini Roy, known for his unique blend of folk art and modern influences.
- **Assorted Sweet & Savoury Boxes:** A packed box consisting of traditional festive sweets and most-loved savouries, curated from the best vendors in town and packed in a premium and aesthetic gift box.
- **Low-Calorie Chocolates & Dry Fruits:** A specially curated segment for health-conscious recipients, offering a delicious yet healthy gift hamper.
- **Make Your Gift Box:** To cater to varied client needs and preferences, SmartQ introduced the concept of "make your own gift box," allowing clients to customise the gift hampers based on their employee preferences.



The client, after careful consideration, opted for the **premium dry-fruit box**, for which SmartQ received tremendous appreciation.



## EXTRA MILE

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To further enhance the festive spirit, SmartQ went the extra mile to create memorable experiences for the client:

- **Food Carnivals:** SmartQ organised festive-themed food festivals, featuring a no onion-garlic menu and special Bengali cuisine during Navratri, as well as biryani and sheer khurma for Eid.
- **Pop-up Counters:** The team organised surprise counters for different occasions, such as pizza and free friendship bands on Friendship Day, and special chaat counters for Diwali.

## OUTCOMES

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SmartQ's meticulous planning and last-minute execution led to a cascade of remarkable outcomes.

### Client Appreciation

The client's feedback was overwhelmingly positive, praising SmartQ for the thoughtful and well-executed gifting solutions that exceeded their expectations.

### Gifts Delivered to 23,000 Employees

The initiative successfully reached 23,000 employees, delivering a total of 2,300 kg of premium dry fruits, carefully curated to align with the festive spirit.

### Extensive Reach of 13 Cities

SmartQ ensured a consistent and memorable experience for employees by successfully delivering gifts across 13 cities in India, demonstrating their ability to manage large-scale operations with precision.

## IN FOCUS

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SmartQ started its gifting services in 2023, aiming to create memorable experiences for its client's workplace. The project kicked off with **23,000 gift orders**, with the team diligently managing each order. As a result, they received positive feedback from the client, establishing SmartQ as a trusted gifting partner.

# TESTIMONIALS

We were impressed by SmartQ's swift response and ability to deliver on time. Despite a half-day's notice, they conducted sampling that perfectly fit within our budget. The gift boxes were curated exactly as per our requirements, and the entire process was seamless.

- Head of Administration

SmartQ's attention to detail was exceptional. They closely monitored the entire execution, ensuring that everything went smoothly from start to finish. The fastest delivery and their ability to meet our specific needs made the festive gifting experience truly memorable.

- Assistant Manager – Facility and Administration



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We are dedicated to curating memorable experiences that enhance employee recognition, client appreciation, and corporate events, ensuring that each gift resonates with quality and thoughtful care. With SmartQ, every gift is not just a token, but a thoughtful experience that resonates with the essence of quality and taste.

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**HARDHIK SHETH**

Chief Operation Officer