

How a global automotive electronics leader fixed **manual, siloed recognition**

By turning appreciation into an everyday ritual, they built a resilient workplace culture and achieved a 6% reduction in attrition.

INDUSTRY Automotive Cockpit Electronics

A global leader in automotive cockpit electronics, founded in 2000 and headquartered in Michigan, employs approximately 10,000 people across North America, Europe, Asia, and South America, partnering with nearly all major global automakers on digital cockpit technologies: advanced displays, battery management systems, power electronics for electric vehicles, and AI-driven in-vehicle software. Recognition, though, was manual, siloed, and disconnected from the values driving the business. With Vantage Circle, the company built one platform matching the precision engineering of its products, unifying recognition across teams while respecting local cultures.

6%

attrition reduction since launch, concentrated in technical roles

74%+

of registered employees recognized in FY2024-25

16K+

total recognition moments facilitated to date

36%

surge in non-monetary recognitions (Q3 to Q4, FY2024-25)



The Challenge

Recognition wasn't absent. It was inconsistent. Different locations relied on manual, email-based nomination processes. Recognition stayed local, rarely crossing team or country lines. Programs were often scheduled by HR instead of happening naturally through managers in real time, which made appreciation feel occasional rather than part of everyday work.

Managers lacked a simple, unified way to recognize employees across geographies, while employees in different regions often faced reward options that didn't fit their local context. Without visibility, flexibility, or global consistency, recognition struggled to scale with the needs of a 10,000-employee workforce.

Manual, email-based nominations

Simple email processes slowed recognition, reduced timeliness, and created administrative overhead that HR teams struggled to manage at scale.

Culturally fragmented experience

A multi-generational, multicultural workforce had recognition that was generic, unable to reflect diverse preferences, traditions, or expectations across geographies.

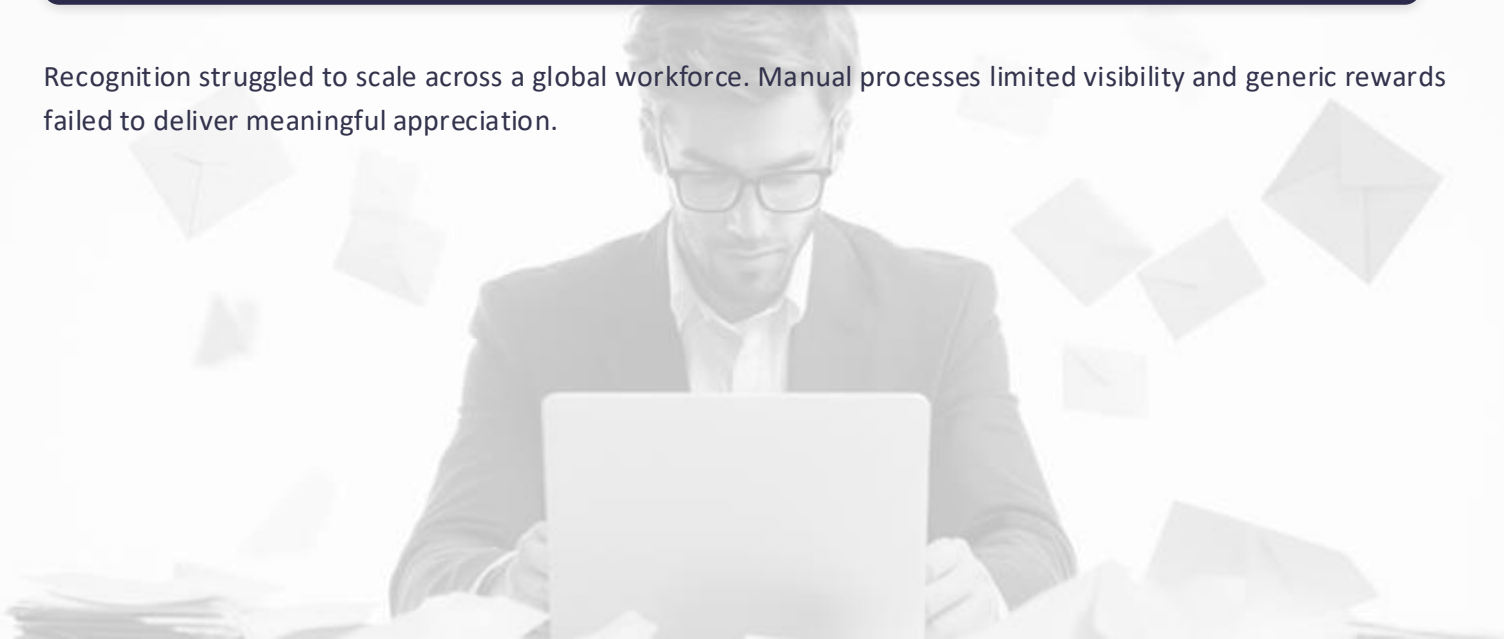
Limited reward relevance

Reward catalogs didn't reflect local preferences, and a one-size-fits-all approach across continents made appreciation feel impersonal.

Recognition invisible across teams

Great work in one unit often went unnoticed in another, with no system for cross-regional visibility or peer recognition.

Recognition struggled to scale across a global workforce. Manual processes limited visibility and generic rewards failed to deliver meaningful appreciation.



The Transformation

The company partnered with Vantage Circle to build a unified global recognition and rewards platform aligned with its culture and performance-driven values. The goal was not to introduce another HR system, but to make appreciation a visible, everyday experience connecting teams across regions, functions, and generations. The program was grounded in Vantage Circle's AIR^e methodology, balancing Appreciation, Incentivization, Reinforcement, and eMotional Connect, so recognition resonates with a multi-generational global workforce.

1. Values-linked recognition

Custom badges link recognition to the company's core values, ensuring appreciation reinforces the behaviors the company seeks, not just the outcomes it celebrates.

2. Embedded in Microsoft Teams

Recognition happens within the tools employees already use, making appreciation as simple as sending a Teams message, in the moment, not after it.

3. AI-powered service yearbooks and a social milestone feed

An AI-driven milestone experience personalizes templates, messages, and photo sharing for work anniversaries. The milestone feed celebrates service anniversaries in a social format, with employees publicly congratulating each other, so recognition becomes a shared organizational moment rather than a private transaction.

4. Global catalog, local relevance

Employees access gift cards, over 10 million products through Amazon Business integration, and regional vendors, ensuring tax-compliant, locally relevant rewards across 100+ countries and multiple currencies.

5. A layered recognition framework

Peer-to-peer badges deliver instant appreciation with no cap on how many times colleagues can recognize each other. Manager-led spot awards provide timely monetary recognition for outstanding contributions. A real-time leaderboard surfaces the most recognized employees monthly, quarterly, and annually, giving recognition a public dimension visible to leadership.

6. A manager dashboard that owns the culture

The manager dashboard puts every team leader's needs in one place: live visibility into recognition gaps, flexible budget controls adjustable in real time, and analytics identifying who has and hasn't been acknowledged yet. **Managers are positioned as the primary owners of recognition culture, not HR.**

Results & Impact

Since launch, the program has moved from a new implementation to the connective tissue of the company's global recognition culture. The numbers reflect what happens when the right infrastructure finally matches the scale and complexity of the organization.

Monetary awards rose **12.66%** year over year (FY23-24 to FY24-25), while non-monetary recognitions surged **36% from Q3 to Q4** alone, with **10,500+ active engagements** across awards and badges. The acceleration in badge exchanges, recognition that costs nothing in budget terms, accounted for a growing share of total recognition interactions. Employees recognizing each other because they want to: that is the definition of cultural change.

A **6% drop in attrition** since launch, concentrated in technical and engineering functions, with **74%+ of registered employees** recognized in FY2024-25.

The attrition reduction concentrated in technical and engineering roles demonstrates that consistent, visible recognition is not a soft initiative. It is a workforce stability strategy with measurable business impact. With 16,000+ recognition moments facilitated to date, leaders now have real-time visibility into how appreciation flows across regions, functions, and engineering teams worldwide.

Success Highlights

- **Attrition down where it hurts most:** A 6% reduction in attrition since launch, concentrated in technical and engineering roles, the hardest and costliest to replace.
- **Recognition reaching the majority:** 74%+ of registered employees recognized in FY2024-25, with 16,000+ recognition moments to date.
- **A peer-to-peer culture, not just a program:** A 36% surge in non-monetary recognitions in a single quarter, with 10,500+ active engagements across awards and badges.
- **Monetary recognition growing steadily:** A 12.66% increase in monetary awards year over year (FY23-24 to FY24-25).
- **Rewards without borders:** Amazon Business integration with 10M+ products plus regional vendors, delivering tax-compliant, locally relevant rewards across 100+ countries.



The platform behind results like these.

Vantage Circle is a global employee recognition and rewards platform, grounded in behavioral science, backed by a dedicated program advisory team, and connected to a rewards catalog spanning 70+ countries. Recognition happens in the flow of work, right inside Microsoft Teams and Slack. More than 700 companies and 3.2 million employees use it to make recognition consistent, meaningful, and measurable. Pair it with Vantage Pulse, Vantage Fit, and Vantage Perks when you're ready to extend into listening, well-being, and benefits.

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