

How a global automotive manufacturer fixed the problem of **fragmented recognition**

Recognition was scattered and informal. Here's how they turned appreciation into a daily habit and increased R&R favorability by five points.

INDUSTRY Automotive Manufacturing

A leading global automotive manufacturer, founded in 1972 and headquartered in Gurgaon, employs more than 19,000 people and serves customers in 100+ countries, generating \$3.1 billion in revenue. The company wasn't convinced digital recognition would work for them: decades of fragmented, offline appreciation made the leap to a single platform feel risky. With Vantage Circle, it built a unified recognition program for 3,400 white-collar employees across manufacturing units, sales offices, and corporate headquarters, a transformation later recognized in the Brandon Hall Group Excellence Awards.

15 min

one employee is recognized every quarter hour

80%

of employees recognized in FY25

27K+

recognition moments (FY24 to FY26)

95%

satisfaction with monetary redemption



The Challenge

Recognition wasn't absent. It was fragmented. Manufacturing units, sales teams, and corporate offices each ran their own informal initiatives to appreciate employees. The efforts came from good intentions, but they operated in silos with no common structure or visibility across the organization. Recognition practices varied widely from one location or team to another, so appreciation often depended on where an employee worked and who their manager was, rather than being part of a unified culture.

No visibility

Achievements were celebrated in silos. An employee recognized at a plant was invisible to the broader organization.

Recognition delays

Offline nomination forms, approval chains, and logistics meant appreciation arrived weeks after the moment had passed.

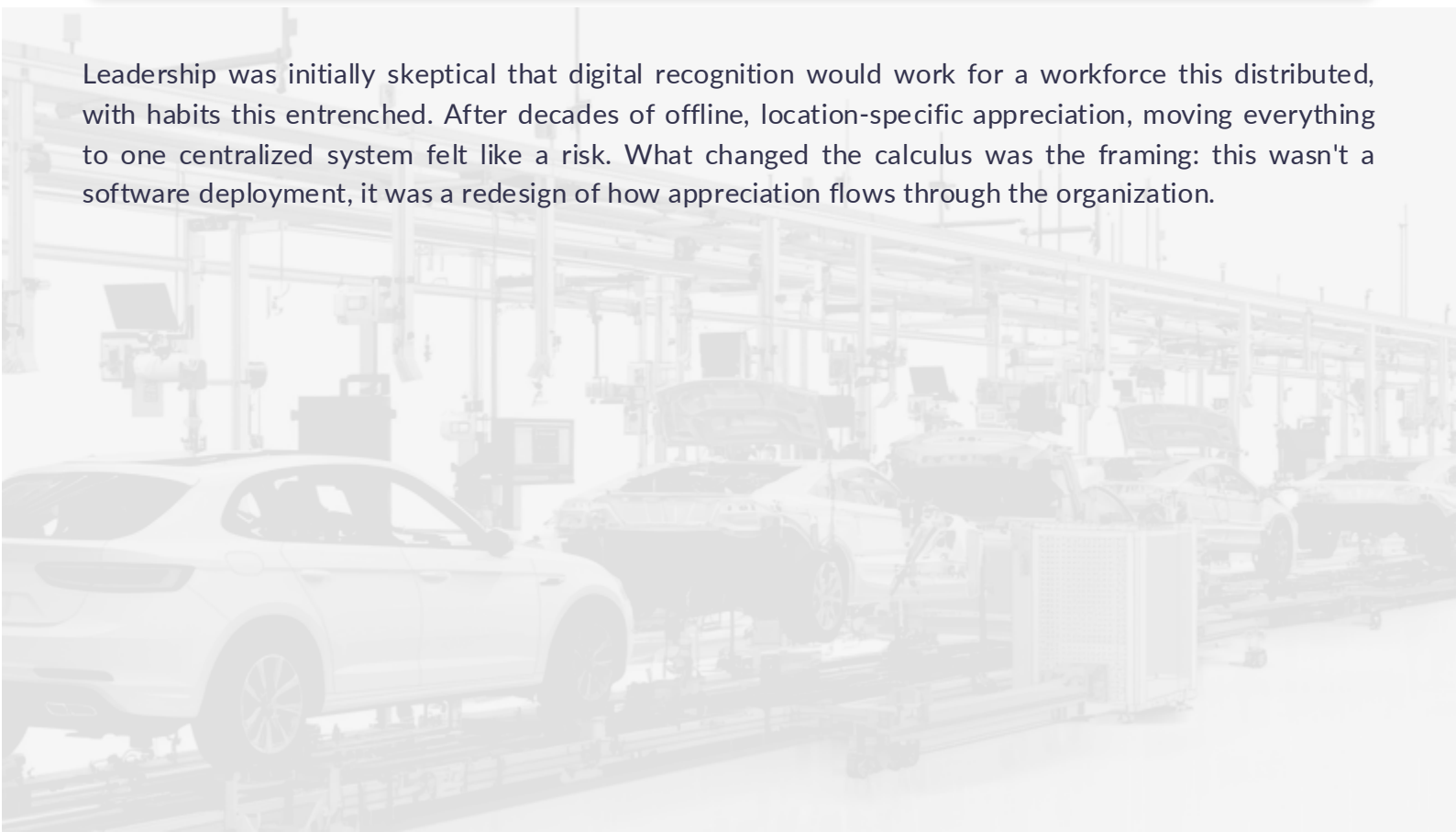
Top-down only

Peer recognition had no home. Employees had no structured way to celebrate each other.

No value alignment

Recognition was not tied to the organization's core values, making it generic rather than culturally reinforcing.

Leadership was initially skeptical that digital recognition would work for a workforce this distributed, with habits this entrenched. After decades of offline, location-specific appreciation, moving everything to one centralized system felt like a risk. What changed the calculus was the framing: this wasn't a software deployment, it was a redesign of how appreciation flows through the organization.



The Transformation

The company partnered with Vantage Circle to build a white-labeled digital recognition platform designed around its identity, values, and people. The program was structured on Vantage Circle's AIR[®] framework, a behavioral science approach built on Appreciation, Incentivization, Reinforcement, and eMotional Connect. Every design decision traced back to one of these four principles.

1. Values-tagged recognition

Every award and badge is linked to one of the organization's core values, so recognition reinforces culture, not just performance. An appreciation message doubles as a signal of which behaviors the company wants to see more of.

2. Embedded in Microsoft Teams

Recognition was built directly into the tool employees already used every day. No new logins, no friction: sending appreciation took seconds. This single design choice did more for adoption than any campaign, with over half of employees becoming active recognizers after the Teams integration went live.

3. Instant spot awards

Managers can grant point-based awards to any employee, anywhere, instantly. The employee receives the recognition by email and in their account, redeemable across a global catalog. The weeks-long lag between contribution and acknowledgment disappeared.

4. AI-powered milestones

Work anniversaries trigger personalized, AI-generated yearbook content: peer messages, milestone stickers, manager notes. Static anniversary emails were replaced with something employees actually remember.

5. Rewards that work in every market

A global workforce needs more than one reward catalog. The platform integrated with Amazon Business, giving employees access to over 10 million products across 100+ countries with multi-currency support. Reward values automatically adjusted by location, so fairness was built in, not bolted on.

6. Leadership-led recognition moments

Vantage Circle helped launch a company-wide recognition week led by senior leadership, featuring daily award announcements, special appreciation badges, and recognition moments delivered directly by leaders. Participation was open to every employee regardless of location or country. For the first time, employees across geographies came together to celebrate achievements as one organization.

7. Visibility and accountability at scale

HR administrators gained real-time budget controls, participation heatmaps, and self-service reporting to track engagement across teams. Managers could see whom they had recognized and, just as importantly, whom they had not. Recognition stopped being a goodwill gesture and became a measurable, trackable part of how the organization supports its people.

Results & Impact

What started as a digital rollout became something harder to measure and more valuable: a culture shift. Recognition is no longer an occasional event. It is a rhythm.

Active platform usage reached **78% in the most recent quarter**, with **27,000+ recognition moments** recorded between FY24 and FY26 and **15,000+ peer badges** exchanged annually across 20+ countries. The company's internal employee survey registered a five-point rise in R&R favorability, from 73% to 78%, within two years of launch. Employees rated the rewards experience just as highly: **90% agreed reward options matched their interests**, and **95% reported satisfaction with monetary redemption**.

Today, an employee is recognized **every 15 minutes**, and **80% of employees** were recognized in FY25 alone.

Every Friday, the platform becomes a stage: weekly announcements highlight internal recognition alongside employees honored by external agencies. Leaders, for the first time, have real-time visibility into recognition budgets and ROI across 18+ countries on a single platform. The program's design and results were recognized in the Brandon Hall Group Excellence Awards for Best Advance in Rewards and Recognition Technology (2025).

Success Highlights

- **Recognition as a rhythm:** An employee is recognized every 15 minutes, with 80% of employees recognized in FY25.
- **Adoption through the flow of work:** 50%+ of employees became active recognizers after the Microsoft Teams integration, driving active platform usage to 78%.
- **Peer recognition at global scale:** 15,000+ peer badges exchanged annually across 20+ countries, on top of 27,000+ total recognition moments.
- **Rewards that land:** 95% satisfaction with monetary redemption and 90% agreement that reward options matched employee interests.
- **Culture you can measure:** A five-point rise in R&R favorability (73% to 78%) in the internal employee survey within two years of launch.



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.

[Book a Demo →](#)

or visit vantagecircle.com/request-demo