

# How a global chemicals leader fixed **slow, siloed recognition**

Appreciation arrived weeks after the moment had passed. Here's how it became an everyday habit across four continents.

## **INDUSTRY** Chemicals Manufacturing

A \$1.7 billion global leader in sustainable chemistry, founded in 1939 and headquartered in Mumbai, employs over 4,500 people across Asia, Africa, North America, and Latin America, delivering basic and industrial chemicals, fertilizers, and crop nutrition solutions. The company knew its people deserved better recognition, but a digital R&R platform felt like a leap: annual awards that missed daily contributions, HR teams buried in manual workflows, and peer appreciation with no platform to live on. With Vantage Circle, it built a values-rooted recognition program spanning manufacturing sites, corporate offices, and field operations, a transformation later recognized in the Brandon Hall Group Excellence Awards for Best Advance in Rewards and Recognition Technology.

**19 min**

between recognitions: one associate recognized every 19 minutes (FY2024-25)

**69%**

surge in non-monetary recognition (FY24 to FY25)

**8,700+**

total recognition moments (awards + badges)

**5-6%**

voluntary attrition held since launch



# The Challenge

Recognition wasn't absent. It was slow and siloed. Formal awards were limited to quarterly or annual cycles, leaving day-to-day contributions largely unnoticed. Processes relied heavily on manual effort, with HR teams spending hours sourcing rewards, distributing vouchers, and managing approvals. Appreciation was driven more by structured programs than everyday moments between managers and teams, making the experience feel delayed and inconsistent across locations.

Employees lacked a simple, unified way to recognize each other across roles and geographies. Without visibility or ease, many meaningful contributions stayed within immediate circles, making it difficult for recognition to scale into a shared culture across the organization.

## Heavy HR operational burden

Manual sourcing, voucher distribution, and nomination tracking consumed HR bandwidth and limited scalability.

## No real-time recognition

Recognition was limited to quarterly or annual cycles, leaving daily contributions without a consistent or visible platform for appreciation.

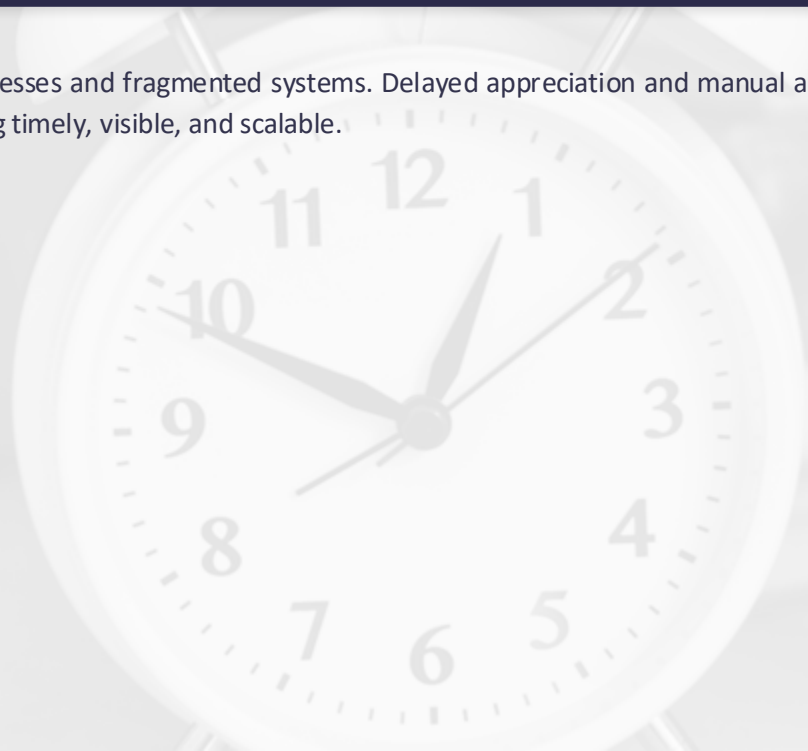
## Delayed and slow workflows

Nominations, approvals, and fulfillment were handled offline, causing delays and making recognition arrive too late to feel meaningful.

## No budget visibility

Budget management lacked central oversight, with no real-time controls or audit-friendly tracking across departments.

Recognition was limited by slow processes and fragmented systems. Delayed appreciation and manual administration prevented recognition from becoming timely, visible, and scalable.



# The Transformation

The company partnered with Vantage Circle to build a white-labeled digital R&R platform aligned with its values, workforce scale, and people philosophy. The goal was not to digitize processes but to make recognition natural, immediate, and inclusive, embedding appreciation into everyday work. The program was structured around Vantage Circle's AIR<sup>®</sup> Framework, built on Appreciation, Incentivization, Reinforcement, and eMotional Connect, so recognition was not only frequent but also meaningful, culturally relevant, and impactful.

## 1. Values-tagged recognition

Every badge and award maps to one of the company's core values, spanning safety, integrity, excellence, care, sustainability, and collaborative innovation. Recognition reinforces culture, not just performance.

## 2. Embedded in Microsoft Teams

Recognition lives within the tools employees use every day, with no extra logins or friction. Peer appreciation becomes as simple and natural as sending a message, making recognition part of everyday work.

## 3. Ethics Month campaign

A purpose-built campaign using badges like Integrity Champion and Ethical Leader to reinforce the company's core value of integrity. In 2024, it recorded **over 1,500 recognitions in a single month** and triggered a **3x spike in platform engagement**.

## 4. Digital yearbooks

Work anniversaries trigger interactive digital yearbooks where peers post messages and photos. Birthdays, childbirth, and personal milestones receive personalized vouchers and greetings.

## 5. One platform across the group

In mid-2024, the platform was extended to a group subsidiary, bringing over 1,700 additional employees into a unified recognition ecosystem. For the first time, employees across both entities could recognize one another on a shared system, breaking down silos and fostering cross-entity appreciation without a new platform or added complexity.

## 6. Oracle HRMS automation

Integration with Oracle HRMS automated the entire recognition backbone, from service anniversaries and role changes to approval workflows and eligibility, eliminating manual intervention. This freed HR teams to shift focus from operational tasks to the strategic initiatives that move engagement and culture.

## 7. Rewards and budget control

The reward catalog, powered by Amazon Business, gave employees access to products, experiences, travel, dining, and wellness options, with redemption choices that adapt to individual preferences across regions. Centralized budget controls gave HR real-time visibility while managers kept the flexibility to allocate recognition meaningfully. What once required significant coordination and manual tracking now runs in the background, so great work gets acknowledged in the moment it happens.

# Results & Impact

What began as a digital shift became a measurable culture change. Recognition is no longer a formal event. It is woven into how work happens every day.

Non-monetary recognition surged **69%** from FY24 to FY25, with **61% more employees receiving peer badges** and **13% year-on-year growth in employees receiving monetary awards**. The R&R favorability score in the employee engagement survey rose from 61% (2020) to 63% (2024) post-implementation, and voluntary attrition has held at a consistently low 5-6% since launch, a benchmark of organizational stability.

An associate is recognized **every 19 minutes** with **8,700+ recognition moments** across awards and badges.

The Ethics Month campaign alone recorded over 1,500 recognitions in one month, with platform engagement tripling during the period. The group-wide expansion brought cross-entity recognition to life, with employees from both companies now celebrating each other on one shared 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 associate is recognized every 19 minutes, with 8,700+ total recognition moments across awards and badges.
- **Appreciation beyond money:** A 69% surge in non-monetary recognition (FY24 to FY25), with 61% more employees receiving peer badges.
- **Retention you can bank on:** Voluntary attrition held at 5-6% since launch, with R&R favorability up from 61% to 63% in the engagement survey.
- **Campaigns that landed:** Ethics Month drove 1,500+ recognitions in one month and a 3x engagement spike.
- **One culture, two entities:** A group subsidiary with 1,700+ employees joined the same platform, making cross-entity recognition an everyday reality.



## 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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