

How a global engineering services leader fixed **recognition that couldn't scale**

Appreciation couldn't keep pace with a workforce spread across 34 countries. Here's how 93% of employees became active participants.

INDUSTRY Engineering Services

A leading global engineering services company, a publicly listed subsidiary of a \$21 billion conglomerate, employs over 23,800 skilled professionals across 34 countries. To match that scale, it set out to build a recognition and rewards program that could celebrate great work consistently, everywhere, a transformation later recognized in the Brandon Hall Group Excellence Awards for Best Employee Recognition Program.

93%

of employees actively participated

78K+

recognition & reward moments in two years

83%

of active users received recognition

68%

growth in non-monetary recognition



The Challenge

Like many global organizations, this engineering services company faced a set of interlocking challenges in building a comprehensive, effective recognition and rewards program at scale. They centered on four things:

Aligning recognition with company culture

Translating a rich set of core values, being purposeful, ethics and integrity, caring, a culture of learning, and results with accountability, into a tangible R&R framework that genuinely resonated with employees.

Recognizing loyalty and long service

Building standardized yet meaningful long-service recognition that stays equitable across regions and levels while still honoring individual contributions.

Global workforce engagement

Engaging a geographically dispersed workforce across time zones and cultures, with timely, consistent recognition and real-time feedback.

A customized R&R framework

Creating a flexible platform that fits the diverse needs of many business units and structures while offering a wide range of personalized rewards, at scale.

Addressing these demanded a strategic approach that went beyond traditional R&R design. The company partnered with Vantage Circle to build a high-performance, culture-driven recognition program.



The Transformation

Implemented in 2021, the program became a comprehensive solution for global workforce engagement, built on the Vantage Circle platform. It shifted the culture from traditional top-down recognition to an inclusive, peer-driven model, recognizing high performers, acknowledging everyday effort, and sustaining motivation through timely, frequent recognition.

1. Aligning recognition with company culture

- **Digital appreciation badges:** Digital badges, each representing a core value like being purposeful or a culture of learning, turned everyday values-aligned actions into tangible, shareable recognition.
- **Panel awards:** Awards such as a People's Champion Award, Star of the Month, and Star of the Quarter created milestone moments that celebrated outstanding performance across levels.

2. Celebrating loyalty and long service

- **Personalized service yearbook:** A digital collection of heartfelt wishes, messages, and photographs, shared by colleagues at an employee's work anniversary, in both digital and physical formats, for lasting emotional value.
- **Anniversary reward points:** Personalized awards delivered as reward points, redeemable across a global rewards catalog, with value adjusted to the currency of each employee's country.
- **Automated social feed posts:** Automated posts tell colleagues about a milestone anniversary and let them share wishes through exclusive badges and personalized messages, deepening the sense of belonging.

3. On-time global workforce engagement

- **Streamlined approval:** A flexible approval system, with one-level approval for speed and two-level approval (business unit head plus HR) for balance and transparency, kept recognition timely.
- **Language localization:** Multi-language support lets employees navigate and recognize in their preferred language, giving the whole workforce equal access. The program reaches employees across 34 countries, including the US, UAE, India, Germany, France, Australia, Denmark, and Switzerland.

4. A customized R&R framework

The framework rests on three pillars, aligned with the globally accepted AIR^e framework:

- **Culture-aligned badges:** Badges that recognize employees who embody specific company values such as purposefulness and a commitment to learning.
- **Spot awards (monetary and non-monetary):** Tokens of genuine appreciation for desired behaviors and peer collaboration.
- **Long service awards:** Automated recognition of service milestones, saving HR time and ensuring timely, personal awards that make anniversaries memorable.

5. Specialized campaigns

- **Themed campaigns:** Targeted initiatives like Friendship Day and Women's Day campaigns, each with specially designed badges, give employees dedicated moments to express gratitude and strengthen camaraderie across an inclusive workplace.

Results & Impact

The program delivered significant, quantifiable outcomes across a global workforce. In 2023-24, **93% of registered employees actively participated**, a sign of strong, company-wide engagement, and **83% of active users received recognition**, evidence of genuinely broad reach.

Over **12,000 non-monetary recognitions** in 2023-24 deepened a culture of appreciation, and more than **1,000 employees were recognized for long service**, honoring tenure and loyalty. Non-monetary recognition grew **68% over two years** as employees came to value intrinsic rewards.

In just two years, the program facilitated over **78,000 recognition and reward moments**, with an employee recognized on average **every 35 minutes**

That steady rhythm marked a real shift, from top-down recognition to an inclusive, peer-driven culture. The transformation was recognized in the Brandon Hall Group Excellence Awards for Best Employee Recognition Program under Talent Management, validation of what a scaled, values-driven approach can achieve.

Success Highlights

- **Widespread participation:** 93% of registered employees actively participated in 2023-24, embracing the recognition culture at every level.
- **Broad reach:** 83% of active platform users received recognition in 2023-24, building an inclusive, high-performance culture.
- **Cultural uplift:** Over 12,000 non-monetary recognitions in 2023-24, with non-monetary recognition up 68% over two years.
- **Recognition at scale:** 78,000+ recognition and reward moments in two years, an employee recognized on average every 35 minutes.



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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