

How a leading Indian HVAC company fixed **manual, paper-bound recognition**

HR was buried in nomination paperwork while appreciation arrived late. Here's how recognition went digital-first across 3,000 employees.

INDUSTRY HVAC & MEP

A leading Indian HVAC and MEP company, founded in 1943 and headquartered in Mumbai, employs more than 3,000 people across 7 manufacturing plants, 30 offices, and a wide service network. One of India's most respected brands, it set out to modernize employee recognition, replacing a manual, process-heavy model with a digital-first culture, a transformation later recognized in the Brandon Hall Group Excellence Awards.

35%

increase in active platform users

2x

the number of long service awards

50%

rise in unique award givers

38%

more badges during themed campaigns



The Challenge

As the company grew, leadership saw something clearly: people don't just work for a paycheck, they thrive when they feel valued. But the old recognition and rewards program, though well-intentioned, had become a problem. It was manual, inconsistent, and time-consuming. HR teams spent too long tracking nominations and managing approvals, recognition arrived late and had little visibility, and the emotional impact was often lost, especially across a workforce spread over many locations.

Delayed approvals

Recognition came too late, reducing its impact. Lengthy approval workflows meant appreciation often arrived too late to create meaningful employee impact.

Heavy admin work

Manual nominations, approvals, and reward fulfillment increased HR workload and reduced operational efficiency.

Limited visibility

Recognition remained within departments, making it difficult to celebrate contributions across teams and the wider organization.

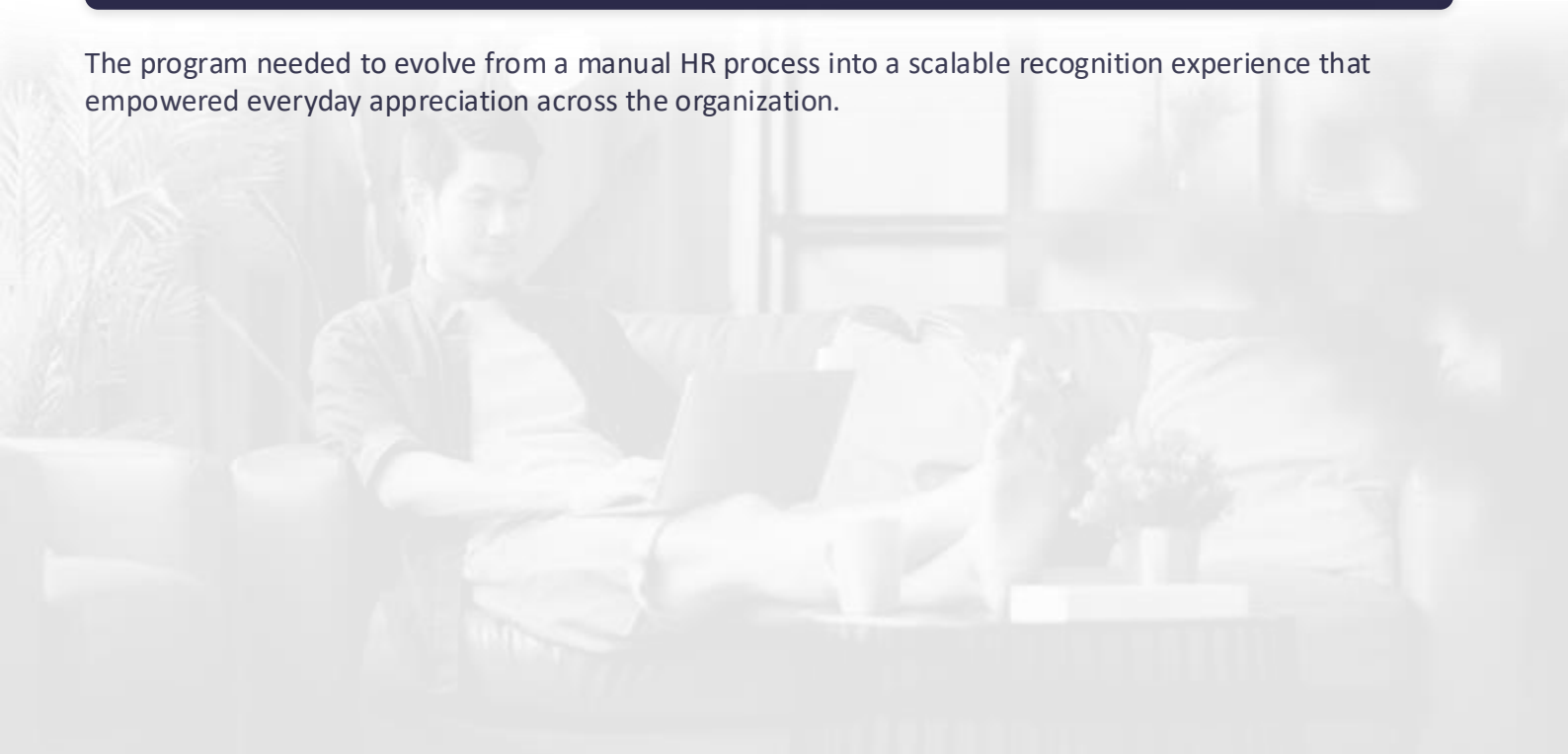
No data insights

Without centralized reporting, HR had limited visibility into participation, trends, and program effectiveness.

Lack of personalization

Restricted reward choices reduced employees' ability to select meaningful rewards that reflected individual preferences.

The program needed to evolve from a manual HR process into a scalable recognition experience that empowered everyday appreciation across the organization.



The Transformation

To overcome these issues, the company launched a digital recognition and rewards platform, built on the Vantage Circle platform. This was not just a software upgrade. It was a strategic move to make recognition more inclusive, timely, and emotionally engaging, grounded in the AIR^e framework (Appreciation, Incentivization, Reinforcement, and eMotional Connect). Now any employee, regardless of location or role, can be appreciated instantly and publicly, whether for a spot award or a milestone.

1. The shifts that made the difference

- **Democratizing recognition:** Recognition was no longer limited to a select few. With peer-to-peer appreciation becoming the norm, every employee could recognize colleagues for everyday contributions, creating a more inclusive and engaging culture.
- **Making recognition more human:** Real-time feeds, custom badges, and themed celebrations such as Women's Day and Boss Appreciation Day brought warmth and emotion into recognition, shifting the focus from giving rewards to creating moments that mattered.
- **Enabling strategic insights:** Live dashboards and custom reports gave HR and leadership a clear view of program performance, making it easier to course-correct, promote fairness, and align recognition with broader business goals.
- **Enhancing reward personalization:** Monetary recognition was powered by points redeemable across 10,000+ options, from gift cards to experiences, so employees could choose what mattered to them.

2. The features that drove adoption

- **Spot awards:** Instant appreciation for individual initiative and day-to-day contributions, letting managers reinforce positive behaviors in the moment.
- **Unit awards:** Team-based recognition that celebrated group achievements and encouraged cross-functional collaboration.
- **Peer-to-peer appreciation:** Any employee could recognize a colleague, fostering a culture of gratitude and inclusivity across all levels.
- **Milestone awards:** Automated tracking and celebration of work anniversaries, reinforcing long-term commitment and loyalty.
- **Recognition campaigns:** Special initiatives with custom badges, such as Women's Day and Boss Appreciation Day, that brought company values like inclusion, leadership, and resilience to life.
- **Recognition leaderboards:** Gamified elements that highlighted top contributors, making appreciation engaging and fun.
- **Mobile and HRIS integration:** Easy mobile access and smooth integration with HR systems, so recognition could happen anytime, anywhere.

Results & Impact

The impact was both widespread and deeply rooted. Active users on the platform rose **35%**, while unique award givers climbed **50%** and unique recipients **41%**, a sign of broader, more inclusive engagement.

Long service awards **doubled**, reinforcing tenure and loyalty, and themed campaigns like Women's Day drove a **38% increase in badge distribution**.

A **50% rise in award givers** and **41% more recipients**, with long service awards doubling, recognition reaching far wider across the organization.

These gains go beyond metrics. What was once a time-consuming HR task became a key driver of engagement and organizational alignment. By tying recognition to core values, the company turned it into a strategic pillar of culture, a transformation recognized in the Brandon Hall Group Excellence Awards for Best Employee Recognition Program.

Success Highlights

- **Broader engagement:** A 35% increase in active platform users, recognition reaching more of the workforce.
- **More givers and recipients:** A 50% rise in unique award givers and a 41% increase in unique recipients, a clear move to inclusive, company-wide recognition.
- **Loyalty reinforced:** Long service awards doubled, honoring tenure and long-term commitment.
- **Campaigns that landed:** A 38% increase in badge distribution during themed campaigns like Women's Day.



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