

How a global product engineering leader fixed **invisible recognition**

Half the workforce sat at client sites, easy to overlook. Here's how recognition helped cut attrition from 21.7% to 13.2%.

INDUSTRY Product Engineering & Digital Services

A global product engineering and digital services company, founded in 1989 and headquartered in Pune, employs over 11,000 people across more than 20 countries, serving automotive and industrial OEMs as they design the next generation of smart, connected products. The company was growing fast: a 40% workforce expansion, with nearly half its people stationed at client sites, dispersed and easy to overlook. Internal surveys showed recognition ranked low as a driver of satisfaction. With Vantage Circle, it built a recognition program covering the full global workforce, a transformation later recognized in the Brandon Hall Group Excellence Awards.

**21.7% to
13.2%**

drop in attrition
(2023 to FY25
YTD)

235%

growth in
platform users
(FY2024-25)

65 min

between recognitions,
down from 132
minutes in FY24

5x

increase in monetary
award count (FY2024-
25)



The Challenge

Recognition was happening. Just not consistently, not visibly, and not at the pace the company was growing. The workforce had expanded by nearly 40% in a short span, just as the Great Resignation began pulling talent away. Despite strong individual performance, internal engagement surveys revealed a clear gap: recognition was not driving satisfaction.

The problem wasn't effort, it was visibility. With no centralized platform or structured framework, managers struggled to appreciate employees working remotely or at client sites, leaving many contributions unnoticed and undervalued across the organization.

No centralized platform

Recognition was informal and inconsistent across geographies, business units, and remote teams.

High attrition pressure

The Great Resignation era intensified the cost of losing top talent during a phase of aggressive growth.

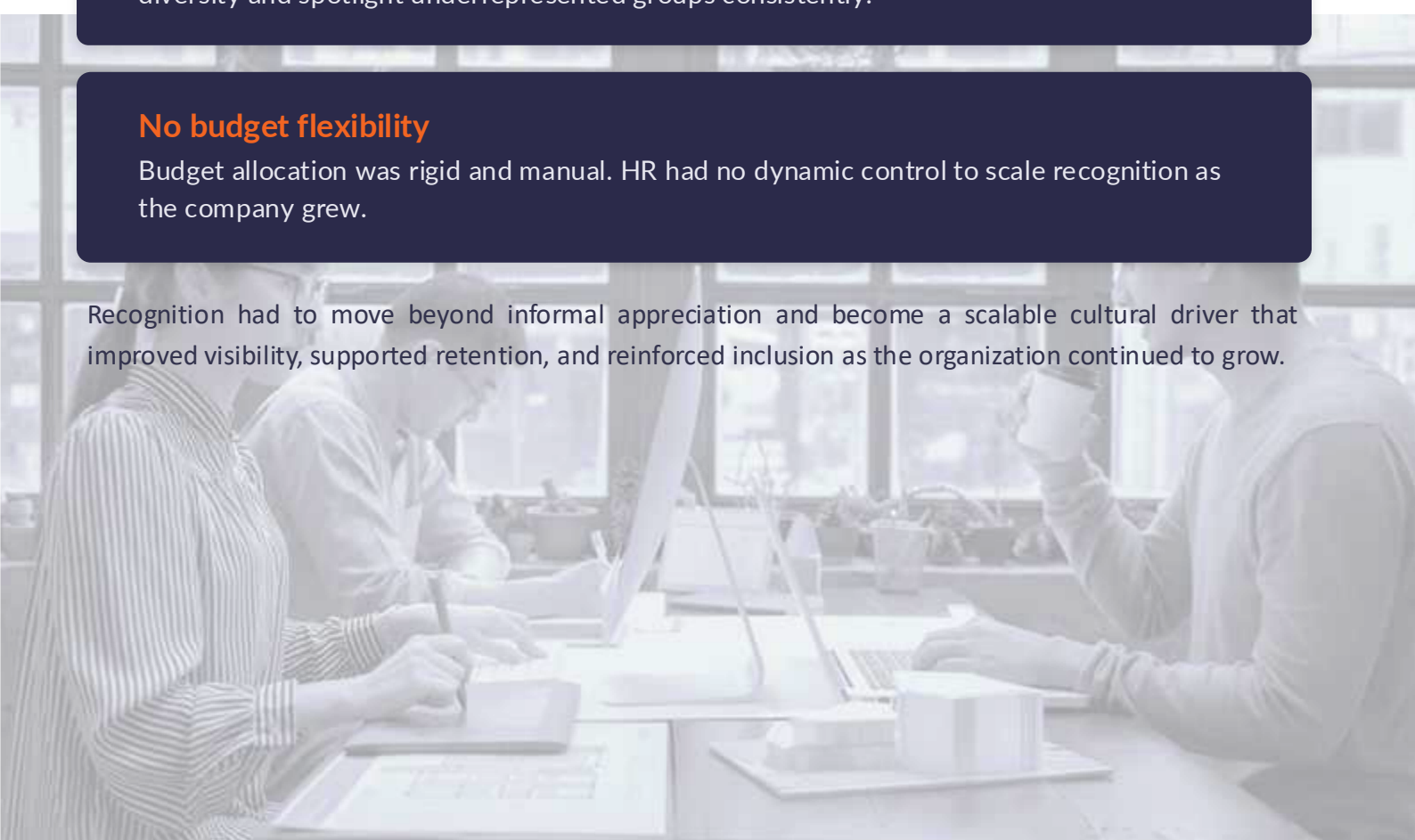
DEI recognition missing

A formal DEI program was underway, but there was no recognition framework to celebrate diversity and spotlight underrepresented groups consistently.

No budget flexibility

Budget allocation was rigid and manual. HR had no dynamic control to scale recognition as the company grew.

Recognition had to move beyond informal appreciation and become a scalable cultural driver that improved visibility, supported retention, and reinforced inclusion as the organization continued to grow.



The Transformation

The company partnered with Vantage Circle to build a comprehensive recognition and rewards platform aligned with its workforce scale, distributed teams, and people-first philosophy. The program was designed around three core pillars: democratizing appreciation so recognition reaches every employee, digitizing the experience through a globally integrated platform, and humanizing each moment with meaningful, personalized acknowledgment. The platform was integrated with SAP SuccessFactors, embedded into Microsoft Teams, and made accessible anytime, anywhere, across devices and locations.

1. Values-linked recognition

Every award and badge connects to the company's core values, so recognition reinforces the behaviors the company needs, not just the outcomes it celebrates.

2. Embedded in Microsoft Teams

Recognition is built into the tool employees use every day. No new logins, no extra steps. **Teams logins on the platform grew four times from FY24 to FY25**, and recognition through Teams doubled in the same period.

3. Theme-based campaigns

Custom campaigns for Women's Day, Friendship Day, and Ethics Month, with purpose-built badges, drove recognition spikes. 35% of all custom badges were created during the Women's Day and year-end campaigns alone.

4. AI-powered service yearbooks

Work anniversaries trigger AI-generated digital yearbooks with personalized messages, photos, and career highlights. Managers and peers contribute, turning a date on a calendar into something people remember.

5. A layered awards framework

Recognition spans from the everyday to the exceptional: instant spot awards for outstanding contributions, monthly and quarterly champion awards for sustained excellence, CEO-level awards selected by the executive leadership team for significant business impact, and an annual innovation award for employees who turn creative thinking into tangible outcomes. Long service awards are celebrated in person, with business leaders joining the CEO to honor career milestones, while mementos and vouchers flow through the platform, blending physical and digital recognition.

6. SAP SuccessFactors as the data backbone

All recognition data connects back to SAP SuccessFactors, feeding recognition metrics into talent reviews, coaching decisions, and retention strategies. Recognition became a strategic input, not just a cultural gesture.

7. Dashboards that surface recognition bias

Real-time dashboards give managers visibility into whom they have recognized and whom they haven't, addressing recognition bias at the team level. HR admins see the full organizational view, with recognition metrics embedded in HRBP scorecards.

Results & Impact

In two years, the program moved from a new platform to a business metric. The numbers mark a shift in how the company's people experience work.

Platform users grew **235%** in FY2024-25, with the monetary award count up **5x** and a **41% rise in unique peer-to-peer recognition givers**. Non-monetary awards grew 37% with 30% more unique recipients. Of active platform users, 40% received monetary awards while 39% were recognized with non-monetary appreciation. Peer recognition reached employees across **35 departments in the launch year alone**.

Attrition dropped from **21.7% to 13.2%** and an employee is now recognized **every 65 minutes**, down from every 132 minutes a year earlier.

The program's reach across a globally dispersed workforce, combined with recognition metrics now embedded in HRBP scorecards and talent reviews, makes it a strategic tool, not just a cultural one. The transformation was recognized in the Brandon Hall Group Excellence Awards (2025).

Success Highlights

- **Attrition cut by 8.5 points:** From 21.7% in 2023 to 13.2% in FY25 YTD, during a phase of aggressive growth.
- **Adoption that exploded:** 235% growth in platform users (FY2024-25), with an employee recognized every 65 minutes, twice the previous pace.
- **Recognition in the flow of work:** Microsoft Teams logins grew 4x from FY24 to FY25, with recognition through Teams doubling in the same period.
- **Both kinds of appreciation:** A 5x increase in monetary awards and 37% growth in non-monetary awards, with 41% more unique peer-to-peer givers.
- **Recognition as a talent strategy:** All recognition data feeds SAP SuccessFactors, embedding recognition metrics into talent reviews, coaching, and HRBP scorecards.



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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