

# Vantage Circle helped TATA Motors in achieving 82% rise in peer to peer recognition

**About the company :** Tata Motors is a leading global automobile manufacturing company that is renowned globally. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses, and defense vehicles.

**Industry:** Automobile

**Company Size:** 78,000+ Employees

**Headquarters:** Mumbai, India

**Type:** Privately Held

**Founded:** 1945

## Key Objective

Creating a measurable reward and recognition platform fulfilling the needs and requirements of the workforce.

## The major challenges for the company were

By 2024, TATA Motors have the vision to create a highly engaged workforce. To achieve it, they needed a robust recognition and reward system that would elevate the engagement levels and create a culture of appreciation.

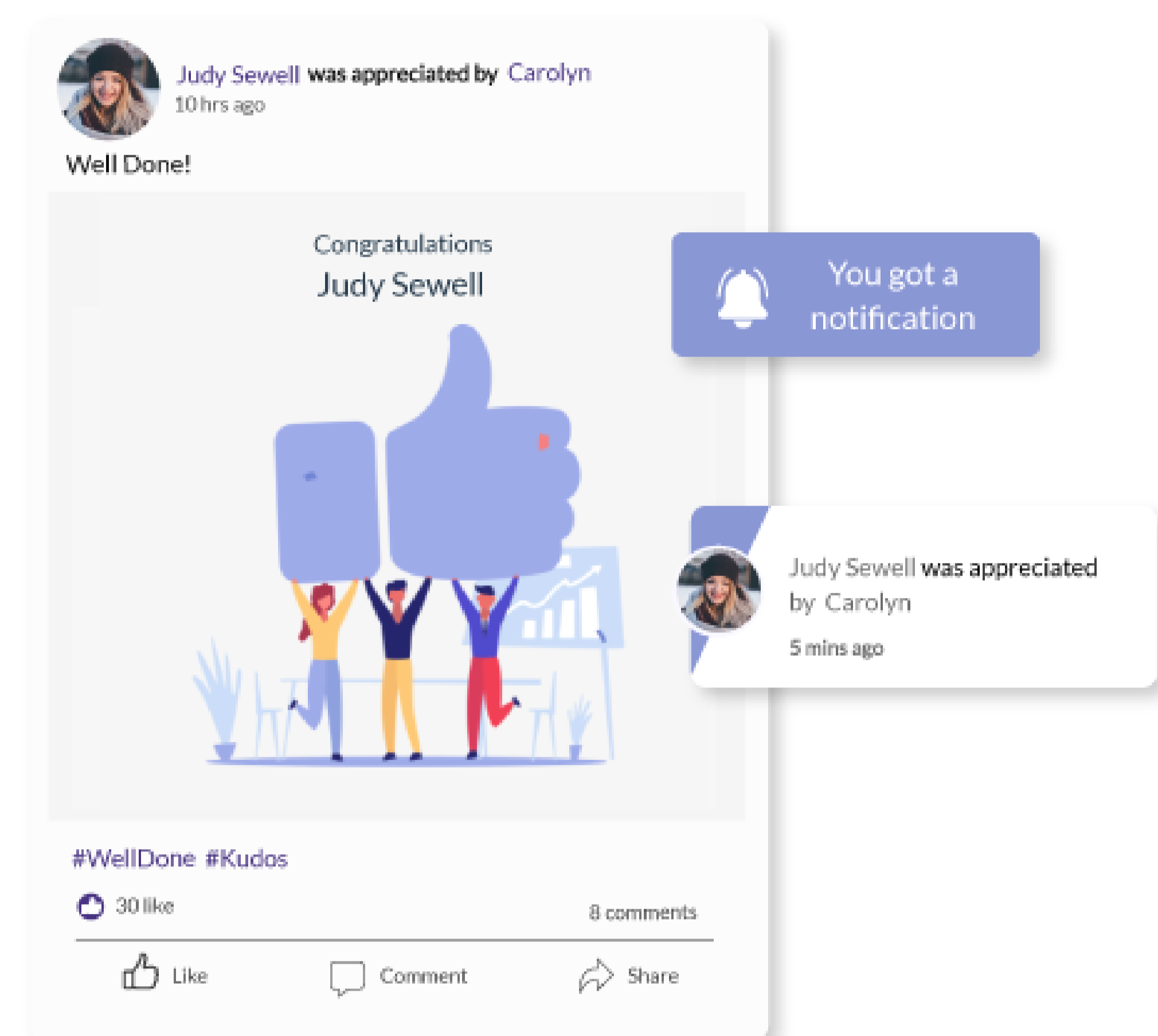
The major challenges that the company had to face:

- To find a digital platform that could enhance the internal communication of the company with a dispersed workforce.
- To onboard an actionable and flexible rewards and recognition platform that could elevate the social appreciation efforts of the organization.

- To introduce a platform that would boost the overall employee experience of the workforce.
- To accommodate a platform that could provide a financial wellness package with unbeatable perks and corporate discounts.

## Solutions we offered

Vantage Circle's mobile-first platform was able to fulfill all the needs of Tata motors. With our common platform for all the employees, we were helping the company in promoting a culture of appreciation with numerous awards and badges within its ranks and increasing the overall visibility.



## Key Actions

- We were able to drive employee engagement by aligning and improving the core values of the company.
- With our mobile access, we were able to diminish the geographical shortcomings and improved the communication between dispersed teams.
- We were able to increase appropriate recognition within the company with a user-friendly interface and boost the overall experience of the employees.

In addition to Vantage Rewards, the company also onboarded Vantage Perks, which is a cost-effective employee benefit and discount platform that serves the financial needs of the employees.

- The Vantage Perks platform offers numerous discounts on the top brands and services.
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## The outcome

- The adoption of the platform saw a huge surge in the participation of the workforce and encouraged the employees to recognize their peers efficiently.
- With a point-based awarding system, the employees were able to appreciate each other digitally and helped the workforce connect effectively.
- Our flexible platform gave them the opportunity to significantly boost the culture of recognition within the organization.

## Key Statistics

- Increased percentage of engagement in the year 2020 was around **20%**.
- The increase in percentage of peer to peer recognition in the year 2020 was more than **82%**.
- Increased percentage in employee appreciation is more than **56%** for the year 2020.

**20%**

Increase in  
Overall Engagement

**>82%**

Peer to Peer  
Recognition

**>56%**

Increase in  
Appreciation