

How a global quality engineering company fixed **recognition lost in remote work**

A distributed workforce meant great work went unseen. Here's how recognition became an hourly rhythm across 12 countries.

INDUSTRY Quality Engineering & Software Testing

A leading global quality engineering and software testing company, home to over 6,000 professionals across 12 countries, set out to keep a distributed workforce connected, valued, and motivated. When the world went remote, that meant rethinking employee recognition from the ground up, a transformation later recognized in the Brandon Hall Group Excellence Awards for Technology Excellence.

82%

rise in unique award recipients

74%

growth in peer-to-peer recognition

86%

increase in reward distribution

60%

increase in program participation



The Challenge

With more than 25 years in the market and a presence in 12 countries spanning the US, UK, India, Argentina, and Israel, this global quality engineering and software testing company is more than a testing leader. It is a community of over 6,000 professionals, and keeping them connected, valued, and motivated across remote and hybrid work was the challenge. This case study covers what was breaking, what they built, and what changed.

Major challenges

One unified system

Building a single recognition system that connects employees seamlessly across remote, hybrid, and in-office settings worldwide.

Fair rewards everywhere

Running a rewards program that holds equal value across different regions and cultural contexts.

Spontaneous appreciation, digitally

Recreating the organic, in-the-moment appreciation of an office in a virtual setting.

Milestones that land

Turning traditional service-anniversary celebrations into personalized experiences that resonate in a modern workplace.

What was breaking

The pandemic reshaped work overnight, and the company, like many global organizations, had to adapt fast to a workforce spread across continents. The urgent problem: how to keep a culture of recognition alive when teams no longer shared the same office. With people across many sites, it got harder to track contributions and make sure every achievement was seen. The informal moments of appreciation that once happened in hallways and meeting rooms faded, and a sense of disconnection set in.

Delivering rewards across borders became a logistical headache: shipping delays, rising costs, and inconsistent delivery made even simple acts of appreciation difficult. Service milestone awards had also lost their impact under remote and hybrid models. Long-serving employees who had spent years contributing deserved more than a standard plaque. The existing system, built for a traditional office, no longer worked.

The Transformation

In response, the HR team introduced a unified digital recognition platform, built on the Vantage Circle platform, designed to make recognition seamless, meaningful, and inclusive. It brings everyone, from leadership to frontline employees, into a single space, so appreciation flows freely across remote, hybrid, and in-office teams. Every achievement, big or small, gets acknowledged.

1. Smart recognition that crosses borders

- **SOLI matrix:** Powered by the Standard of Living Index, the platform keeps reward value equal across regions, so every contribution is recognized fairly wherever the employee sits.
- **Recognition without borders:** Employees anywhere can recognize and appreciate colleagues, with likes and comments on recognition posts bringing back the sense of connection once shared in the office.
- **Digital-first appreciation:** Instant, digital recognition replaces slow manual processes, so people feel valued no matter where they work.

2. Fostering a culture of gratitude

- **Specialized campaigns:** Themed initiatives like Appreciation Day and Women's Day campaigns, each with unique badges, create dedicated moments for employees to acknowledge their peers.
- **Meaningful greeting cards:** Digital greetings for birthdays, congratulations, and festivals like Diwali, Hanukkah, Eid, and Halloween add a personal touch to the moments that matter.

3. Empowering real-time recognition

- **Leaderboard:** A transparent, engaging leaderboard highlights contributions across departments and inspires people to set higher goals.
- **Microsoft Teams integration:** Recognition happens right inside Teams, as easily as sending a message, with access across multiple channels and a mobile app so appreciation fits into daily work.
- **Data insights for administration:** The platform integrates with existing HRIS systems, and its APIs track recognition and reward activity, giving HR a clear, well-rounded view of recognition across the organization.
- **Secure and compliant:** Advanced security protocols, industry-standard certifications, and full GDPR compliance keep employee data protected.

4. Service milestone recognition

For a remote and hybrid workforce, service milestone awards took on a fresh approach. The platform tailors recognition to each employee's journey, so every milestone is celebrated in a meaningful, personal way.

- **Seamless service award distribution:** Work anniversaries are celebrated each year with a dedicated public post recognizing the employee's name and years of service, strengthening their connection to the organization.
- **Value-driven anniversary rewards:** Employees receive points based on years of service, redeemable across a global rewards catalog, so every award winner gets a meaningful, customizable reward.

Results & Impact

Since launch in 2022, the program has become an integral part of the company's global workforce, connecting employees across remote, offshore, and onshore locations. It drove a **60% increase in participation** and a **68% rise in registered users** in a single fiscal year, reinforcing a culture of appreciation across every location.

A standout initiative was the 5-day Appreciation Day campaign in August 2024, where employees exchanged **2,500 non-monetary badges**, almost a full quarter's worth in a single week. Recognition also reshaped how rewards are distributed, with an **86% increase in reward distribution** over two years, so more managers now recognize employees in real time.

The clearest signals: a **74% rise in peer-to-peer recognition** and an **82% jump in unique award recipients** from 2022 to 2024, with at least one recognition logged every hour since launch.

That steady, everyday appreciation turned recognition from an occasional act into part of how the company works, reaching far wider across the organization than ever before. The transformation went on to be recognized in the Brandon Hall Group Excellence Awards for Technology Excellence, validation of what a unified, employee-centric approach can do.

Success Highlights

- **Surge in registered users:** A 68% rise in registered users in the 2023-24 fiscal year, a sign of fast-growing adoption across every location.
- **Boost in peer recognition:** 74% growth in non-monetary recognition (June 2022 to 2024), showing employees felt valued beyond financial incentives.
- **Wider reward recipients:** Unique award recipients rose 82% from 2022 to 2024, spreading recognition across the organization.
- **Consistent engagement:** At least one recognition every hour since 2022, making appreciation a continuous part of the workday.



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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