

How a global telecom software leader fixed **recognition split across regions**

Every region ran its own platform. Here's how one system made appreciation daily for 26,000 employees in 90+ countries.

INDUSTRY Telecom Software & Services

A global leader in software and services for communications and media companies, founded in 1982 and headquartered in the USA, employs over 26,000 people across 90+ countries, building the cloud platforms, billing systems, and network automation tools that telecom providers run on. The company wasn't sure a single platform could serve a workforce that large and that distributed: regional silos, inconsistent experiences, and appreciation that varied by location. With Vantage Circle, it built one unified recognition program for all of them, a transformation later recognized in the Brandon Hall Group Excellence Awards for Best Advance in Rewards and Recognition Technology.

3x

growth in active users (19% Q1 to 63% Q4, FY24-25)

80%+

of employees recognized within a single year

80K+

total recognition moments since launch

95%

satisfaction with reward redemption



The Challenge

Recognition wasn't absent. It was broken. Different regions operated on different platforms, so recognition stayed local and rarely crossed team or country lines. Appreciation was driven by HR programs rather than everyday manager moments, and offline processes meant the experience was inconsistent no matter where you worked.

Managers lacked a simple, unified way to recognize employees across teams and geographies. Without visibility or consistency, many meaningful contributions went unnoticed beyond immediate circles. Over time, recognition struggled to scale with the organization's global growth, creating gaps in motivation and limiting the ability to reinforce desired behaviors at scale.

Fragmented regional platforms

Recognition operated across separate systems by region, creating inconsistent employee experiences and no single view for HR across the organization.

Recognition delays

Manual processes, approval chains, and offline voucher distribution meant appreciation arrived long after the moment had passed.

Top-down only

Peer recognition had no structured home. Employees had no platform to celebrate each other across regions and functions.

No value alignment

Recognition was not tied to the organization's core values, making it generic rather than culturally reinforcing.

The organization needed a unified recognition platform that connected employees across regions, encouraged everyday appreciation, and reinforced core values through a consistent and scalable recognition experience.

The Transformation

The company partnered with Vantage Circle to build a unified global recognition and rewards platform designed around its identity, values, and people. The goal wasn't simply to deploy software; it was to make appreciation a natural, everyday part of how work feels across the organization. A single platform created a shared experience for employees across geographies while allowing flexibility for local teams, built on one principle: making recognition as easy as sending a message.

1. Values-tagged recognition

Every award and badge is linked to one of the organization's core values, so recognition reinforces culture, not just performance. Appreciation doubles as a signal of the behaviors the company wants repeated.

2. Embedded in Microsoft Teams

Recognition was built directly into the tool employees already used every day. No new logins, no friction: sending appreciation took seconds.

3. Personalized greetings at scale

Birthdays, work anniversaries, and cultural celebrations, from Diwali and Eid to Rosh Hashana, Christmas, and Easter, covered with automated personalized greetings. Every employee, everywhere, feels remembered.

4. SOLI-based award parity

The Standard of Living Index ensures reward values stay fair when employees relocate. Points are automatically adjusted so recognition carries the same real-world meaning regardless of geography.

5. A global catalog that feels local

Employees gained access to a curated global catalog of gifts, experiences, and NGO donations, with multi-currency support across 90+ countries. Reward points adjust automatically based on location, so fairness is built in, not bolted on.

6. A manager's portal for everyday appreciation

A dedicated manager's portal became the centerpiece of leadership-led appreciation: curated team experiences, real-time recognition dashboards, and flexible budget controls. For the first time, managers across countries had a unified set of tools to recognize their teams without relying on manual processes or waiting for HR-driven programs.

7. Visibility and accountability at scale

HR leaders gained real-time budget controls, participation analytics, and self-service reporting. Managers could see whom they had recognized and, just as importantly, whom they hadn't. Recognition stopped being a subjective sentiment and became a measurable, trackable element of engagement and culture.

Results & Impact

What began as a digital initiative became something more enduring: a culture shift. Recognition is no longer a moment. It is woven into everyday work across 90+ countries.

Active platform usage **tripled within a single year**, climbing from 19% in Q1 to 63% in Q4 (FY24-25). Employees exchanged **48,000+ non-monetary badges** across all geographies and **43,000+ points-based monetary awards** in one year, reaching nearly 80% of the registered workforce. Peer recognition now drives **66% of employee engagement** on the platform, and employees across all regions rated reward options as well aligned with their interests, with **95% satisfaction with redemption**.

Over **80% of employees** were recognized within a single year, with **80,000+ recognition moments** since launch.

Every week, the platform surfaces recognition trends, peer appreciation highlights, and key moments across the organization. For the first time, leaders have real-time visibility into recognition insights and ROI across 90+ countries on a single platform. The program's design and results were recognized in the Brandon Hall Group Excellence Awards for Best Advance in Rewards and Recognition Technology (2025).

Success Highlights

- **Adoption that tripled:** A 3x rise in active users in one year (19% Q1 to 63% Q4, FY24-25), across 90+ countries.
- **Recognition reaching everyone:** 80%+ of employees recognized within a single year, with 80,000+ total recognition moments since launch.
- **Peer-powered culture:** 48,000+ non-monetary badges exchanged in FY24-25, with peer recognition driving 66% of platform engagement.
- **Monetary recognition at scale:** 43,000+ points-based awards in one year, reaching nearly 80% of the registered workforce.
- **Rewards that land everywhere:** 95% satisfaction with redemption, consistent across all regions thanks to SOLI-based award parity.



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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