

How FCA India replaced manual recognition with an automated engagement experience employees actually felt

FCA India moved from email-based R&R and Google Forms to a fully automated engagement platform, achieving a 65% reduction in HR admin effort, 100% milestone automation, and 47% higher peer recognition participation.

CAPABILITIES USED



RECOGNITION & REWARDS

Automated award and milestone workflows

Empuls replaced FCA India's email-driven nomination process with automated end-to-end workflows covering spot awards, excellence awards, loyalty milestones, birthdays, and work anniversaries, ensuring every recognition moment was timely, consistent, and zero-effort for HR.



SOCIAL INTRANET

Company-wide peer recognition and social feed

Every recognition moment surfaced on a company-wide social feed where peers could like, comment, and add badges, turning individual acknowledgments into shared celebrations and reinforcing a culture of continuous appreciation across teams.



SURVEYS

Integrated engagement and onboarding surveys

Built-in survey templates replaced Google Forms and disconnected feedback tools, letting HR launch new hire, pulse, and engagement surveys in minutes, with real-time dashboards enabling faster action on employee insights.



PEOPLE ANALYTICS

Dashboards for engagement and budget tracking

HR leadership and managers gained real-time visibility into recognition frequency, platform adoption, budget utilization, and engagement trends, giving them the data needed to refine programs and demonstrate ROI from engagement initiatives.

THE CHALLENGE

Recognition that ran on email and milestone tracking that ran on memory

As FCA India continued to scale, the gaps in its manual engagement processes became harder to ignore. Recognition depended on email approval chains, milestone celebrations relied on ad-hoc HR reminders, and employee feedback was collected through disconnected tools with no way to track trends over time.

The result was an inconsistent experience for employees and an unsustainable workload for HR. The need for a unified, automated, and dependable approach was clear.

Manual, email-driven recognition process, managers recommended employees for awards via email, which required multiple approval steps before any acknowledgment was sent. Delays were common, and the experience felt impersonal, reducing the motivational impact of recognition entirely.

No automated milestone tracking, work anniversaries and birthdays were tracked manually by HR, who periodically reached out to collect and verify dates. Missed milestones were frequent and created quiet dissatisfaction among employees who felt overlooked at key career moments.

Fragmented feedback collection, HR used Google Forms for surveys, switching tools each time feedback was needed. There was no continuity, no centralised data, and no way to measure engagement trends or act quickly on what employees were signalling.

No unified view of engagement health, without a single platform, HR leadership had no consolidated visibility into recognition activity, survey participation, or budget utilization, making it difficult to assess the effectiveness of engagement programs or plan improvements.

THE SOLUTION

A single platform that made appreciation automatic, visible, and continuous

FCA India implemented Empuls as its unified employee engagement platform, migrating from email workflows and spreadsheets to a fully automated, digitally branded recognition system.

With automation, social visibility, and integrated feedback at the core, the platform transformed how recognition worked at every level: from HR workflows to manager nominations to peer-to-peer appreciation in the daily social feed.

Automated milestone and reward workflows, every milestone from joining anniversaries to birthdays, weddings, and new certifications was set up with automated reward point credits, personalized messages, and branded communications, so no moment was ever missed and HR no longer spent time tracking dates manually.

Streamlined nomination and approval process, the platform replaced email chains with a structured nomination workflow, allowing managers to recommend employees for awards with one click and approvals to move instantly, cutting the time from recognition trigger to employee acknowledgment significantly.

Social feed making recognition visible company-wide, each recognition posted on the platform appeared in a shared social feed where colleagues could react, comment, and add appreciation badges, amplifying the impact of every award and creating a culture of shared celebration.

Built-in surveys replacing disconnected tools, HR replaced Google Forms with Empuls survey templates, enabling onboarding checks, pulse surveys, and engagement assessments to be launched within minutes and tracked through real-time dashboards, improving both response rates and the quality of insights.

Automated budget tracking and reporting, reward budget allocation, utilization, and distribution were managed automatically within the platform, reducing manual oversight, eliminating calculation errors, and giving HR a clear, real-time view of spend across programs.

THE RESULTS

Less admin, more appreciation, and an engagement culture that scaled

65%

Reduction in HR and admin effort through reward automation

100%

Automation of work anniversaries, birthdays, and personal milestones

47%

Increase in peer recognition and platform-wide participation

80%+

Survey response rates for new hire and engagement surveys

Within months of deploying Empuls, FCA India saw measurable shifts across HR efficiency, employee satisfaction, and recognition participation. What had been a fragmented, effort-heavy process became a consistent, automated experience that employees noticed and responded to.



Recognition at FCA India used to depend on who remembered to send an email.

With Empuls, every milestone is acknowledged automatically and every achievement is visible to the entire organisation. Our HR team spends less time on admin and more time on the things that actually move the needle for our people.



Shirin Varghese

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COMPANY PROFILE

INDUSTRY
Automobile / Motor Vehicle Manufacturing

LOCATION
Pune, Maharashtra

EMPLOYEES
10,000+

USE CASE
Digital Employee Engagement and Enterprise R&R

CAPABILITIES

Recognition & rewards Surveys Social intranet People analytics

Automation Milestones

FCA India Automobiles Private Limited (FCAIPL), formerly Fiat Group Automobiles India, was established in 2012 and manufactures vehicles under the Fiat, Abarth, and Jeep brands. It is India's ninth-largest car manufacturer by sales and deployed Empuls to digitise its end-to-end employee engagement and R&R programs.