

# From recognition data to a smarter engagement strategy

How a global organization used Empuls AI to close engagement gaps, improve recognition quality, and grow participation from 56% to 82%, without adding headcount to its HR team.

## CAPABILITIES USED

<p><b>AI INSIGHTS</b>  <b>AI Copilot for engagement analytics</b>                  Queries made in natural language by HR offer instant visibility into recognition trends, award usage, and participation gaps, no manual reporting required.</p>	<p><b>AI WRITING</b>  <b>AI recognition assistant &amp; feed post generator</b>                  Helps employees draft clearer appreciation messages and enables HR create engagement campaign posts in seconds.</p>
<p><b>TALENT INTELLIGENCE</b>  <b>AI skill mapping from recognition data</b>                  Analyzes recognition posts to surface soft skills, collaboration, leadership, problem-solving, helping identify emerging talent.</p>	<p><b>GOVERNANCE</b>  <b>AI content moderation</b>                  Automatically monitors recognition posts and social interactions, flagging content that falls outside company policy.</p>

## THE CHALLENGE

### Data without direction

The organization had built a functioning recognition program, participation was steady, awards were being issued, and employees were using the platform. But as the program grew, a different problem emerged: HR leaders had access to recognition data but no efficient way to turn it into decisions.

Teams with low engagement stayed low because identifying them required manual report analysis that few HR teams had bandwidth for. Employees who wanted to recognize colleagues often drafted messages in external grammar tools before pasting them back into the platform, a friction point that slowed participation without anyone quite noticing why. Recognition posts were full of signals about employee strengths and behaviors, but those signals were never captured or structured for talent conversations. And as the social feed grew, monitoring it for policy-aligned content became a task with no scalable answer.

The program needed intelligence, not more administrators.

## THE SOLUTION

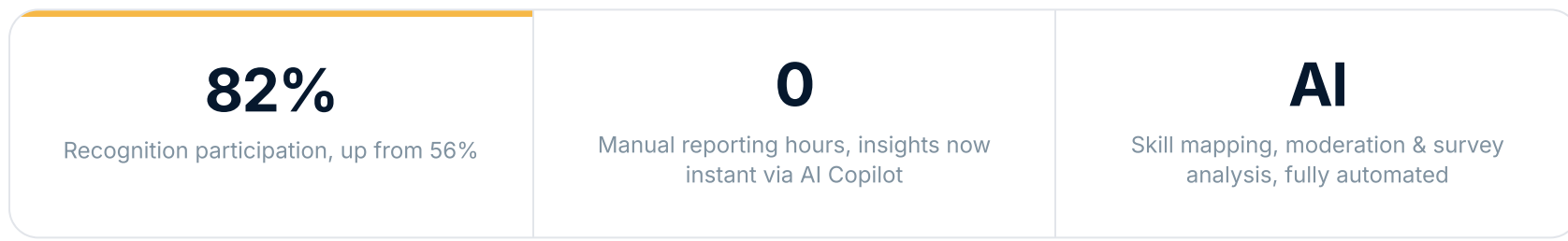
### AI that works inside the recognition workflow, not alongside it

The organization implemented Xoxoday Empuls' AI-powered capabilities, embedding intelligence directly into the recognition experience for both employees and HR teams.

- AI Copilot for instant engagement insights**, HR teams ask for recognition data in natural language: which teams have low participation, which awards are most frequently used, which employees are rarely recognized. Answers arrive in seconds, not after hours of report building.
- AI recognition assistant**, employees drafting appreciation messages receive real-time help with tone, grammar, and clarity, inside the platform. No more switching to external tools mid-recognition.
- AI skill mapping**, recognition posts are analyzed to identify patterns around soft skills: collaboration, leadership, initiative, problem-solving. HR and talent teams gain structured visibility into employee strengths from data that already exists.
- AI feed post generator**, HR teams create ready-to-publish engagement campaign posts, for occasions like Women's Day or recognition drives, in a fraction of the time previously required.
- AI content moderation**, posts and social interactions are automatically monitored. Content that falls outside company policy is flagged before it becomes an issue, keeping the recognition environment professional and trusted.
- AI survey analysis**, employee survey responses, including open-text feedback, are analyzed by AI Copilot to surface themes, sentiment trends, and recommended action plans, helping HR prioritize initiatives based on what employees are actually saying.

## THE RESULTS

### From 56% to 82%, and insights that used to take days, now instant



Recognition participation climbed from 56% to 82% within months of adopting AI capabilities. Two forces drove the increase: HR teams used AI-generated engagement insights to identify low-participation teams and launch targeted campaigns, while AI-assisted message drafting removed the writing friction that had quietly discouraged employees from recognizing colleagues.

For HR, the shift from manual report analysis to natural language queries changed how the function operated. Insights that previously required hours of spreadsheet work became available on demand. Skill mapping turned recognition data into talent intelligence. And automated content moderation removed a monitoring burden that had grown quietly alongside the platform's activity.



Recognition data and survey responses were sitting unanalyzed in siloed systems. Empuls AI changed that.

**Skill mapping revealed who the real problem solvers and emerging leaders were. Seconds after asking, we knew which teams had low participation while AI surfaced action plans from gaps revealed through surveys run on Empuls.**

**VP, People Analytics & Recognition**  
 Technology & BPO

## COMPANY PROFILE

**PROGRAM TYPE**  
 AI-powered recognition & engagement

**AI FEATURES**  
 Copilot, assistant, skill mapping

**WORKFORCE**  
 Large, distributed global team

**INTEGRATION**  
 Empuls AI suite

## CAPABILITIES

- AI Copilot
- Recognition assistant
- Skill mapping
- Feed post generator
- Content moderation
- Survey analysis
- Engagement insights

*Recognition data transformed into strategic engagement insights, without additional HR headcount*