

How a global business analytics giant made recognition instant, values-driven, and effortless for 13,000 employees

A leading business analytics company used Empuls Spot Awards to replace a slow, overhead-heavy R&R process with instant, values-based recognition, reducing award turnaround from days to under 5 minutes.

CAPABILITIES USED



RECOGNITION & REWARDS

Spot Awards for instant, values-based recognition

Empuls Spot Awards gave managers the ability to recognise employees in real time against the company's four core values, curiosity, passion, authenticity, and accountability, turning recognition into an immediate, personal experience that reinforced the right behaviours as they happened.

THE CHALLENGE

A recognition process that couldn't keep up with the pace of employee achievement

With 13,000 employees across the globe, this business analytics company needed recognition that was timely, personal, and aligned with its four core values: curiosity, passion, authenticity, and accountability. Their vision of transforming the world of data into a world of information depended on employees who lived those values every day.

But the existing R&R process was working against that goal. Procuring and distributing brand vouchers was time-consuming, approval workflows were slow, and by the time recognition reached an employee, the moment had passed. The gap between achievement and acknowledgment was undermining the impact of the entire program.

Recognition that arrived too late to matter, the manual procurement and distribution process meant recognition was delayed by days. For a workforce moving at the pace of a global technology company, recognition that arrives long after the moment loses its meaning and motivational impact.

Complex procurement adding overhead for HR, sourcing, activating, and distributing brand vouchers required significant HR effort for every award cycle. This overhead made the R&R program expensive to run and difficult to scale as the organisation grew.

No connection between recognition and core values, the existing process had no mechanism to link recognition moments to specific company values, making it hard to reinforce the behaviours the organisation most wanted to celebrate and replicate across teams.

THE SOLUTION

Spot Awards that made recognition instant, personal, and tied to what the company stood for

The company implemented Empuls Spot Awards as the foundation of its new R&R approach. Managers could now recognise employees instantly, tied directly to one of the four core values, with reward points delivered in real time and no procurement process required.

A dedicated Empuls Key Account Manager supported the rollout, resolving employee and HR queries quickly and ensuring the platform was adopted smoothly across the organisation from day one.

Instant recognition tied to core values, Empuls' values-based recognition let managers applaud employees for displaying curiosity, passion, authenticity, or accountability in real time. Each recognition moment reinforced the specific value being celebrated, creating a feedback loop that shaped behaviour across the organisation.

Award and reward delivered in under 6 minutes, compared to traditional R&R programs with complex procurement and distribution workflows, Empuls reduced the entire award process, from initiation to reward delivery, to 5 to 6 minutes. Managers could act on recognition the moment it was earned.

Simple budget allocation and award management, HR could set up award programs, allocate budgets to individual managers, and manage the full recognition catalog from a single platform, removing administrative overhead and giving managers the autonomy to recognise without raising a request each time.

Dedicated account management for smooth adoption, a dedicated Empuls Key Account Manager served as the critical link between the platform and the organisation's recognition goals, addressing queries from employees and HR in real time and preventing bottlenecks during the initial rollout and beyond.

THE RESULTS

Recognition that arrived in minutes, not days, and a workforce aligned around shared values

<p>5 min</p> <p>End-to-end award turnaround from initiation to reward delivery</p>	<p>4</p> <p>Core values actively reinforced through recognition: curiosity, passion, authenticity, accountability</p>	<p>13,000</p> <p>Employees across the globe covered by the new instant recognition program</p>
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With Empuls, the company transformed recognition from a back-office procurement task into an immediate, meaningful experience for every employee. The speed, simplicity, and values-alignment of the new program created a recognition culture that was faster, more personal, and more impactful than anything the organisation had run before.



The Empuls R&R process is very efficient.

It removes all overheads of employee reward procurement. It now takes not more than 5 minutes to implement any reward.



Senior Executive
Facilities & Administration

COMPANY PROFILE

INDUSTRY
IT / SaaS

LOCATION
India

EMPLOYEES
13,000

USE CASE
Employee Recognition

CAPABILITIES

Recognition & rewards

Spot awards

Values-based recognition

Automation

IT / SaaS

This case study features one of the largest independent vendors in the business intelligence market, serving 83,000+ businesses including 100+ Fortune 500 companies across 147 countries. Their India team deployed Empuls to bring instant, values-based spot recognition to 13,000 employees globally.