

Recognition that reaches every worker on the floor

How a 20,000+ employee manufacturing and logistics organization brought recognition to its frontline workforce, taking platform adoption from 24% to 83% in ten weeks with a mobile-first, multilingual engagement platform.

CAPABILITIES USED



ACCESS & AUTHENTICATION

Mobile OTP & employee ID SSO

Frontline employees log in with a mobile number and OTP, or employee ID-based SSO, with no corporate email required.



ON-FLOOR RECOGNITION

QR-based instant recognition

Supervisors use QR cards to recognize performance, safety compliance, and operational milestones in real time on the shop floor.



COMMUNICATION

SMS, WhatsApp & push notifications

Engagement campaigns and program nudges reach employees through the channels they actually use, not email.



INCLUSION

Multilingual platform & localized rewards

Employees access Empuls in their preferred regional language. Rewards include grocery vouchers, fuel cards, and mobile recharge credits.

THE CHALLENGE

Recognition programs built for desks, in a world of shop floors

With more than 20,000 frontline and deskless employees spread across multiple plants and operational sites, this manufacturing and logistics organization faced a problem that most engagement platforms aren't designed to solve: how do you build a recognition culture for a workforce that doesn't sit at a computer, doesn't have a corporate email address, and spends its day on a production floor?

Recognition existed, but it was informal and entirely dependent on supervisors. Appreciation rarely extended beyond immediate teams and almost never connected to the broader programs available to office-based colleagues. Only 24% of frontline employees had engaged with existing recognition tools, not because they didn't value being recognized, but because the tools simply weren't built for them.

Engagement campaigns relied on email, a channel many frontline workers rarely accessed during shifts. Available rewards didn't reflect the practical realities of operational staff. And with a linguistically diverse workforce, a platform that operated primarily in English created an additional barrier for employees who were less comfortable in the language. HR leaders had no meaningful engagement data from frontline teams as a result, and no clear path to changing that.

THE SOLUTION

A mobile-first platform built for where frontline employees actually are

The organization implemented Xoxoday Empuls as a mobile-first recognition and engagement platform, reconfigured from the ground up to meet frontline employees in their environment, on their phones, in their languages, with rewards that fit their lives.

Mobile OTP and employee ID SSO, frontline workers log in using their mobile number and a one-time password, or through employee ID-based SSO. No corporate email, no desktop required. Access happens on the smartphones employees already carry.

QR-based on-floor recognition, supervisors carry QR recognition cards and can issue instant appreciation for performance, safety compliance, or operational milestones the moment they happen, on the floor, in real time, with no system navigation required.

Gamified leaderboards, attendance, safety, productivity, and performance milestones feed into leaderboards that create visible, team-wide recognition of high performance. Healthy competition across locations drives engagement without additional program management.

Localized, practical rewards, the rewards marketplace is configured for frontline relevance: grocery vouchers, fuel cards, and mobile recharge credits. Rewards employees actually want to redeem, not generic catalog options designed for desk-based colleagues.

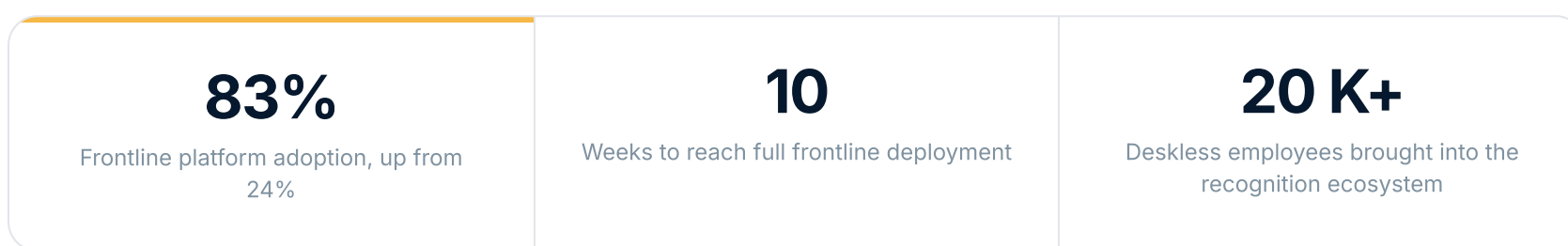
SMS, WhatsApp, and push notifications, engagement campaigns, recognition drives, and program nudges are delivered through mobile notifications, SMS, and WhatsApp, the communication channels operational teams use during shifts.

Multilingual interface, employees access Empuls in their preferred regional language, removing the linguistic barrier that had previously limited participation across a diverse frontline workforce.

Peer and supervisor recognition, both peer-to-peer and supervisor-led recognition are enabled, making appreciation visible across teams and locations rather than concentrated at a single management level.

THE RESULTS

83% adoption, in ten weeks



Within ten weeks of implementation, frontline platform adoption climbed from 24% to 83%, a 3.5x increase driven almost entirely by removing the access and relevance barriers that had kept operational employees outside the engagement ecosystem. Supervisors moved from occasional, informal recognition to real-time, QR-triggered appreciation on the shop floor. Milestone recognition, previously nonexistent, became automated and trigger-based. Campaign reach expanded from email-limited to SMS and WhatsApp, reaching employees during their actual working day.

Reward relevance improved immediately: employees redeemed localized options, grocery vouchers, fuel cards, mobile recharge credits, at significantly higher rates than the generic catalog had achieved. And for the first time, HR leaders had meaningful engagement data from their frontline teams, insight that had been invisible when only a quarter of the workforce was participating.



Our frontline employees had no corporate email, no desktops, and no visibility into the recognition programs we were running. Empuls met them exactly where they were.

Mobile OTP login removed the access barrier entirely. Supervisors started recognizing performance on the shop floor with QR cards in real time. Rewards like grocery vouchers and fuel cards actually meant something to our workforce. And reaching people via WhatsApp and SMS in their own language made engagement feel relevant for the first time.



Head of HR Operations & Workforce Engagement
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COMPANY PROFILE

INDUSTRY	WORKFORCE
Manufacturing & Logistics	20,000+ frontline employees
PROGRAM TYPE	DEPLOYMENT
Frontline recognition & engagement	Multiple plants & operational sites

CAPABILITIES

- Mobile OTP login
- Employee ID SSO
- QR-based recognition
- Gamified leaderboards
- Localized rewards
- WhatsApp & SMS campaigns
- Multilingual interface
- Peer recognition
- Milestone automation

No corporate email required · Mobile-first access · Rewards configured for frontline relevance