

Recognition without borders, consistent, fair, and felt everywhere

How a global enterprise replaced fragmented, region-by-region recognition programs with a single platform, doubling manager participation and nearly doubling reward redemption rates across its entire workforce.

CAPABILITIES USED

<p>RECOGNITION & REWARDS Global Rewards Marketplace Localized redemption options in 100+ countries, gift cards, travel, subscriptions, prepaid cards, merchandise, and charitable donations.</p>	<p>BUDGET & GOVERNANCE Automated prorated recognition budgets Budgets allocated automatically by team size using org hierarchy data, no manual calculations or adjustments required.</p>
<p>INTEGRATIONS Workday HRMS & Microsoft SSO Automatic employee data sync from Workday for new hires, role changes, and exits, with secure Microsoft SSO access.</p>	<p>FAIRNESS & COMPLIANCE Cost of Living Index (COLI) configuration Reward values adjusted for regional purchasing power, ensuring employees across all geographies receive comparable real-world value.</p>

THE CHALLENGE

Recognition programs that couldn't cross borders

For a multinational enterprise with employees spread across multiple regions, the problem wasn't a lack of desire to recognize people, it was a lack of infrastructure to do it consistently. Each regional office ran its own recognition initiative, managed by its own local team, with its own rules. The result was a patchwork of programs where what you received, and how often, depended almost entirely on where you sat.

HR and business leaders had no centralized view of how recognition budgets were being spent. Approval workflows required sign-off from managers, HR, and finance at multiple levels, adding delays that quietly discouraged managers from recognizing employees at all. When they did, reward catalogs frequently failed employees in non-headquarters markets, offering options that felt irrelevant or were difficult to redeem locally.

Maintaining fair reward value across geographies made things harder still. A reward worth \$50 in one country had a very different real-world value in another, yet the organization had no mechanism to account for this. Managing it all across systems, spreadsheets, and local processes placed a continuous administrative burden on already stretched HR teams, and produced a recognition culture that was inconsistent at best.

THE SOLUTION

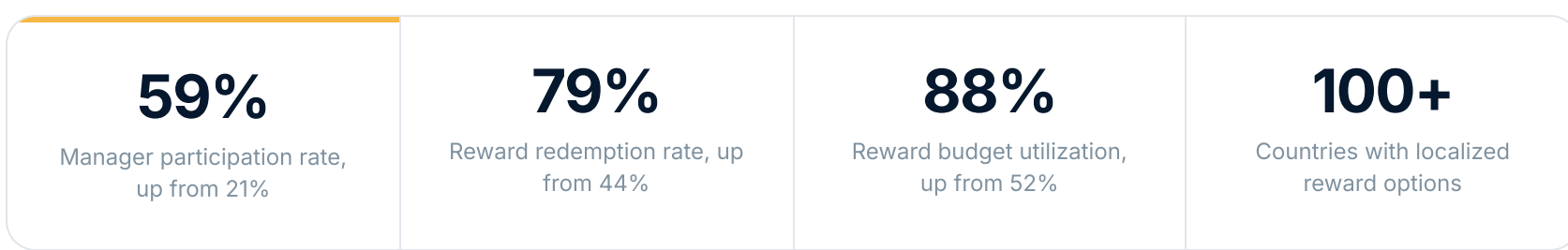
One platform. Consistent recognition. Local reward relevance.

The organization implemented Xoxoday Empuls as a centralized recognition and rewards platform built to operate at global scale. The goal was not to impose a single program on every region, but to create consistent infrastructure that could flex to local needs, while giving HR full visibility and control over how budgets were used and how programs performed.

- Global rewards marketplace**, employees in 100+ countries access a curated catalog of regionally relevant rewards: retail gift cards, travel experiences, subscriptions, prepaid cards, merchandise, and charitable donations. Redemption rates improved immediately as employees found options meaningful to their lives.
- Cost of Living Index (COLI) configuration**, reward values are automatically adjusted based on regional purchasing power. A recognition award now carries comparable real-world value whether the recipient is in Memphis, Mumbai, or Mexico City.
- Automated, prorated recognition budgets**, Empuls reads org hierarchy data and allocates manager budgets automatically based on team size, including prorated amounts for direct and indirect reports. No manual calculations, no periodic adjustments. Managers simply recognize, the platform handles the administration behind it.
- Multi-level approval workflows**, programs requiring sign-off from managers, HR leaders, and finance teams run through structured digital workflows. Governance is preserved without creating the friction that previously slowed recognition down.
- Workday integration and Microsoft SSO**, employee records sync automatically from Workday, keeping eligibility and access current as people join, move roles, or leave. Microsoft SSO provides secure, frictionless access for the entire workforce.
- Long service award (LSA) program management**, milestone tracking and award fulfillment, trophies, certificates, and customized rewards, are automated and coordinated centrally, with delivery to each employee's location regardless of region.
- Reward governance and bias monitoring**, built-in controls monitor reward distribution for potential bias and flag patterns inconsistent with company values, ensuring recognition remains fair, transparent, and credible across the organization.

THE RESULTS

Engagement that doubled, in weeks



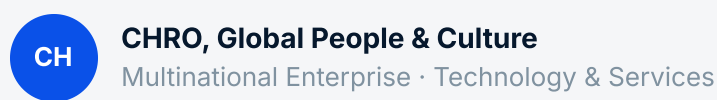
Within weeks of launch, every key program metric had moved, and moved significantly. Platform activation doubled from 38% to 76%. Monthly active users went from 32% to 64%. Manager participation, arguably the most critical driver of recognition culture, nearly tripled, from 21% to 59%.

The results reflected something more than a technology change. With automated budgets removing the administrative work of recognizing employees, and a global rewards catalog making redemption genuinely worthwhile, the barriers that had quietly suppressed participation simply disappeared. Managers recognized more. Employees redeemed more. HR finally had the visibility to see it happening.



Recognition looked different depending on where you worked. Employees in some regions had meaningful reward options. Others had catalogs that felt like an afterthought.

Empuls fixed that. COLI configuration ensured rewards carried the same real-world value globally. Budgets were allocated automatically so managers could focus on recognizing. Workday kept everything in sync without manual effort.



COMPANY PROFILE

PROGRAM TYPE	WORKFORCE
Global recognition & rewards	Multi-region, multinational
HRMS INTEGRATION	GEOGRAPHY
Workday	100+ countries

CAPABILITIES

Global rewards marketplace	COLI configuration	Automated budgets
Approval workflows	Workday integration	Microsoft SSO
Bias monitoring	Admin console	Long service awards

Centralized global administration · Automated org-hierarchy budget allocation · Localized reward catalog across 100+ countries