

How Gulf Taled built a people-first culture across a distributed Saudi workforce

Gulf Taled used Empuls to build a people-first culture across its 250-person workforce in Saudi Arabia - decentralizing recognition, capturing employee voice through surveys, and achieving 90% active adoption of the platform.

CAPABILITIES USED



SOCIAL INTRANET

Company-wide communication and connection

Gulf Taled replaced email-only communication with Empuls' social intranet, enabling inter-team networking through news, updates, business highlights, and success stories - reinforcing core cultural values across the distributed workforce.



SURVEYS

Employee voice and engagement listening

Engagement surveys on Empuls helped Gulf Taled understand the relationship between recognition, engagement, and retention. New joiner surveys provided fresh perspectives on company culture, with a 70% completion rate within seven days of launch.



RECOGNITION & REWARDS

Decentralized peer-to-peer recognition

Empuls enabled Gulf Taled to decentralize their 'Rockstars' R&R program with peer-to-peer recognition, multiple award categories, and a global rewards catalog - growing from 3 awards per quarter to 300+ appreciations in six months.



PEOPLE ANALYTICS

Engagement and retention insights

Gulf Taled leveraged Empuls analytics to track adoption, engagement levels, and recognition activity - giving leadership visibility into the impact of their people programs on morale, motivation, and retention.

THE CHALLENGE

Building a people-first culture that attracts and retains local talent

Georges Chalouhi, Executive Manager at Gulf Taled, was looking to leverage technology to align employees with Gulf Taled's core cultural values while driving employee engagement and retention through an exciting reward and recognition program.

One of the key priorities was meeting the Saudi Arabian Government's mandate of having 30% of staff from the local population - which required Gulf Taled to build an environment where top local talent wanted to stay. At the same time, their centralized recognition program 'Rockstars' lacked consistency, carried the risk of bias, and wasn't generating the kind of positive, widespread response the leadership team was hoping for.

Gulf Taled needed a solution that could connect a distributed workforce, give every employee a voice, and make recognition a daily habit - not a quarterly event.

Local talent retention, attracting and retaining the right local talent to meet the Saudi Arabian Government's mandate of having 30% of staff from the local population.

Consistent, unbiased recognition, delivering a consistent experience, eliminating bias, and generating a positive response from employees for Gulf Taled's centralized recognition program 'Rockstars'.

Values-led culture, creating a people-first culture and strategically improving engagement by aligning employees with the company's core values.

THE SOLUTION

One platform for communication, recognition, surveys, and engagement

To create a people-first culture and improve engagement, Gulf Taled turned to Empuls to streamline communication, rewards, and recognition while aligning employees with the company's values.

Empuls became the single channel for employee communication, connection, feedback, celebration, and engagement at Gulf Taled - connecting, aligning, empowering, and motivating employees through a holistic engagement approach.

Social intranet for distributed teams, Gulf Taled found Empuls to be the perfect social intranet that reinforces its values of diversity and inclusion. They switched from email-only communication to inter-team networking, sharing news, updates, business highlights, company announcements, customer wins, and success stories on Empuls.

Engagement surveys to capture employee voice, engagement surveys helped Gulf Taled understand the relationship between recognition, engagement, and retention. New joiner surveys gave a fresh perspective on company culture. The most recent engagement survey saw a 70% completion rate within just seven days of launch.

Decentralized peer-to-peer recognition, Empuls' unique recognition experience allowed Gulf Taled to decentralize their 'Rockstars' program, remove bias, and make it a powerful motivation tool. With peer-to-peer recognition, multiple award categories, customizable reward workflows, and a global rewards catalog, every employee can applaud great work in the moment.

THE RESULTS

90% active adoption. 300+ peer recognitions. 91.58% reaction rate.

90%

Active adoption of Empuls by employees

70%

Completed the engagement survey in 7 days

300+

Peer recognition cases in 6 months

91.58%

Reaction rate on over 550 townhall posts

Empuls adoption gained momentum quickly at Gulf Taled. By empowering line managers to recognize every small and big achievement, Gulf Taled moved from giving three awards per quarter to over 300 appreciations in six months.

Georges Chalouhi says, "Empuls adoption is gaining momentum, and the engagement levels are high. There has been a positive impact on team retention, morale, motivation, job efficiency, empowerment, and appreciation."

With the positive response from employees, Gulf Taled intends to keep the momentum going - using Empuls to continue reminding people about the power of recognition and celebrating people's achievements and success.



The important thing for us was to listen to our employees, to strengthen the relationship, create a culture of recognition.

With Empuls, there's a noticeable positive impact on morale, motivation, engagement, and culture.



Georges Chalouhi
Executive Manager, Gulf Taled

COMPANY PROFILE

INDUSTRY
Commercial Services

LOCATION
Kingdom of Saudi Arabia

EMPLOYEES
250

USE CASE
Digital Engagement and enterprise R&R

CAPABILITIES

Social intranet

Surveys

Recognition & rewards

People analytics

Culture

Employee retention

Gulf Taled grew from 17 employees in 2009 to 250 across multiple KSA offices, using Empuls as the single channel for communication, recognition, surveys, and engagement.