

# How a healthcare enterprise achieved a 2x surge in engagement with R&R on Empuls

A fast-growing digital health company replaced a manual R&R program with Empuls, driving a 5x rise in award distribution, 2x increase in engagement, and 97% active adoption across a global workforce.

## CAPABILITIES USED



### RECOGNITION

#### Structured awards with jury automation

Organization-wide awards framework configurable at the departmental level, with automated jury workflows that remove manual coordination across approvers, moderators, and stakeholders.



### INTEGRATIONS

#### HRMS & collaboration tool integrations

Native integrations with Zoho People and Slack embed recognition directly into existing workflows, eliminating platform switching and maximizing daily participation.



### CULTURE

#### Values-linked recognition

Employees receive recognition tied to company core values, reinforcing desired behaviors and fostering a culture of appreciation that scales with the organization.



### ANALYTICS

#### People analytics & engagement reporting

Centralized dashboards give HR leaders visibility into award distribution, recognition frequency, engagement trends, and participation rates across teams and locations.

## THE CHALLENGE

### A recognition program that couldn't keep up with growth

Founded in 2014, this digital health enterprise set out to unify patient data and accelerate the digital transformation of healthcare. With operations across 20+ locations globally and a workforce of 1,200–1,500 employees, the company grew fast, and its internal processes struggled to keep pace.

The R&R program had been designed for a smaller organization. As headcount scaled, the cracks became clear. Nominations relied on email threads, follow-ups, and multiple meetings. Award processing was manual and time-consuming. HR teams had limited visibility into who was being recognized and who wasn't. The program that had once served the company well was now slowing it down, and the culture of appreciation it was meant to build wasn't reaching the employees who needed it most.

**Unscalable manual processes**, nominations, approvals, and award distribution all required heavy manual coordination across email and meetings, creating delays and administrative burden.

**Limited visibility**, HR had no centralized view of who was being recognized, which teams were underrepresented, or whether the program was driving the intended cultural outcomes.

**Jury awards unmanageable at scale**, the involvement of multiple approvers, moderators, and stakeholders made jury awards complex to administer fairly and consistently.

**Disconnected from daily workflows**, employees had to leave their existing tools to participate in recognition, reducing visibility and organic engagement with the program.

## THE SOLUTION

### One platform. Every recognition moment. Embedded in daily work.

The company implemented Empuls as its end-to-end employee recognition and engagement platform, replacing manual processes with an automated, integrated, and culturally connected recognition experience.

**Structured awards with departmental customization**, Empuls enabled an organization-wide awards framework that HR could configure centrally while allowing individual departments to tailor eligibility and nomination criteria. Recognition became fair, consistent, and scalable.

**Zoho People and Slack integrations**, by connecting Empuls to the tools employees already used daily, recognition became part of the natural workflow, not a separate system requiring a context switch. Participation increased without requiring behavior change.

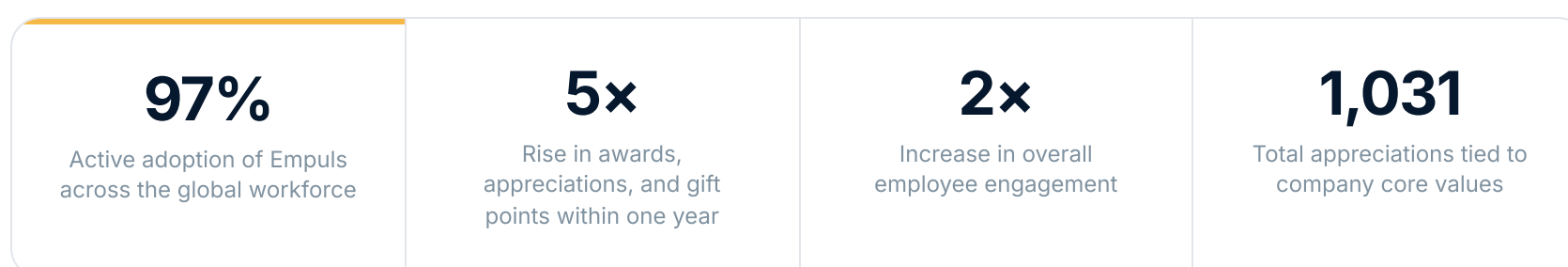
**Automated jury awards**, Empuls streamlined the end-to-end jury award process, managing approvers, moderators, and stakeholder sign-offs within the platform. What had previously been unmanageable became consistent, transparent, and efficient.

**Values-linked recognition**, employees could now be recognized for contributions explicitly tied to company core values. Recognition reinforced the behaviors and attitudes the organization wanted to build, giving appreciation purpose beyond the moment itself.

**Budgeted manager and peer recognition**, assigned budgets empowered managers and employees across divisions to recognize great work independently, breaking down silos and distributing appreciation across the organization.

## THE RESULTS

### Higher recognition frequency, broader participation, and improved engagement



Within a year of deploying Empuls, the company achieved 97% active adoption across its global workforce. Awards and gift points distributed increased 5x, a direct result of embedding recognition into daily workflows and removing the friction that had previously suppressed participation.

Employee engagement doubled. Active platform engagement rose from 38% to 76%, reflecting a genuine shift in how employees interacted with and invested in the company culture. More than 1,000 appreciations were tied to core values, signalling that recognition had moved beyond transactional gift-giving into a meaningful cultural practice.

For HR, the shift from email coordination to centralized dashboards transformed program visibility. The team could now see which departments were thriving, identify gaps in recognition frequency, and make data-informed adjustments, all without adding headcount.



Our R&R program was built for a company half our size. As we grew, it became a bottleneck instead of a culture builder.

**Empuls scaled with us. Recognition is embedded in our daily tools, jury awards run automatically, and for the first time we can see whether our culture programs are working. The shift from 38% to 76% engagement was the result of making recognition effortless.**



Head of People & Culture  
Digital Healthcare Enterprise

## COMPANY PROFILE

INDUSTRY  
Digital Healthcare

FOUNDED IN  
2014

EMPLOYEES  
1,200–1,500

LOCATION  
Global

PROGRAM TYPE  
Digital engagement and enterprise R&R

INTEGRATIONS  
Zoho People, Slack

## CAPABILITIES

- Employee recognition
- Jury awards automation
- Values-linked rewards
- Zoho People integration
- Slack integration
- People analytics
- Culture & engagement

Active platform engagement grew from 38% to 76% within the first year of Empuls deployment