

From printed t-shirts and certificates to a digital culture of recognition at scale

After 25 years of manual R&R, Luminous Power standardized recognition across a 6,000-person workforce - including blue-collar manufacturing plant employees - on a single platform that integrated with their ERP and catered to every generation.

CAPABILITIES USED

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| <p>ERP INTEGRATION</p> <p>Seamless setup with existing systems</p> <p>Empuls integrated with Luminous India's existing ERP and Information Management System, making implementation fast and non-disruptive without requiring parallel processes.</p> | <p>REWARDS</p> <p>Multi-generational reward catalog</p> <p>From adventure trips for millennials to fine dining and spa experiences for senior employees - Empuls offered a range broad enough to feel genuinely inclusive across a multi-generational workforce.</p> |
| <p>RECOGNITION</p> <p>Values-linked recognition across departments</p> <p>Empuls helped Luminous anchor its five core values into the R&R program, making recognition consistent, behavior-driven, and visible - rather than dependent on individual department interest.</p> | <p>ENGAGEMENT</p> <p>Blue-collar and white-collar on one platform</p> <p>The platform saw strong adoption even among manufacturing plant workers with no prior exposure to digital recognition tools, creating a culture of appreciation that reached every layer of the organization.</p> |

THE CHALLENGE

Recognition that depended on who was interested, not who deserved it

Recognition had always been part of Luminous culture - but it wasn't standardized. Whether an employee was recognized, and how often, depended almost entirely on the enthusiasm of their department or function head. Some teams ran recognition programs once or twice a quarter; others barely ran them at all.

The format was equally limited. Certificates and printed t-shirts were the norm, even for the most engaged teams. Recognition was largely confined to formal events - all-hands meetings or leadership visits - rather than being embedded in day-to-day work. Employees noticed the gap and regularly asked HR for a better process.

For a 6,000-person organization with seven manufacturing units and 28+ sales offices, the inconsistency wasn't just a morale issue. It made building a unified culture across office-based and plant-based teams structurally difficult.

- Inconsistent across departments**, recognition frequency depended on individual managers' interest levels, not a company-wide standard.
- Limited to formal events**, all-hands meetings and leadership visits were the primary occasions for recognition - not the everyday moments that drive culture.
- No variety in rewards**, paper certificates and printed t-shirts failed to excite a diverse, multi-generational workforce or create a memorable experience.
- Blue-collar teams excluded**, manufacturing plant employees had never been included in a formal recognition program, creating a divide between plant and office staff.

THE SOLUTION

One platform for every employee, every generation, and every location

After 25 years of manual R&R, Luminous chose Empuls to digitize and standardize recognition across the entire organization. The platform integrated with their existing ERP, launched on both desktop and mobile, and gave every employee - from sales offices to manufacturing plants - access to a consistent, engaging recognition experience.

- ERP integration for fast, non-disruptive rollout**, Empuls connected directly with Luminous India's existing systems, making implementation smooth and minimizing the setup effort for HR teams.
- Reward catalog built for every generation**, adventure and solo trip options for younger employees; fine dining, spa, and experience-based rewards for senior staff - giving the entire workforce a genuine reason to redeem.
- Values-linked recognition framework**, Luminous embedded its five core values into the Empuls R&R program, ensuring recognition reinforced the behaviors the company wanted to nurture consistently.
- First-time recognition for plant workers**, blue-collar workers at manufacturing plants engaged actively on Empuls, many of them encountering a formal recognition platform for the first time and responding with strong enthusiasm.
- Instant notifications and remote recognition**, managers could recognize employees from anywhere - no event required - with real-time notifications making every recognition moment visible and timely.

THE RESULTS

Standardized recognition, excited plant workers, and a measurable culture shift

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| <p>6,000+</p> <p>Employees on a single recognition platform</p> | <p>25 yrs</p> <p>Of manual R&R replaced with digital, always-on recognition</p> |
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The most telling outcome came from an unexpected source: the manufacturing plants. Blue-collar workers - who had never experienced a digital recognition platform - became among the most enthusiastic adopters on Empuls. Seeing multiple brands and reward options in one place for the first time created genuine delight, and plant-level feedback became some of the most positive HR received.

Across the organization, recognition moved from event-dependent to always-on. Departments that previously ran programs sporadically now had a consistent mechanism that didn't require individual initiative to sustain. Luminous went from 25 years of paper-based R&R to a digital, values-linked recognition culture embedded in how the organization operates every day.



There has been a huge improvement in the recognition process, considering where we were earlier and where we are now.

The fact that all this recognition can be done online and remotely with instant notifications to everyone involved helps us build a culture of recognition at our firm a lot more seamlessly.

GB Govind Bisht
HR Manager, Luminous Power Technologies

COMPANY PROFILE

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| <p>INDUSTRY</p> <p>Appliances, Electrical & Electronics Manufacturing</p> | <p>LOCATION</p> <p>Gurugram, India</p> |
| <p>EMPLOYEES</p> <p>6,000+</p> | <p>PROGRAM TYPE</p> <p>Digital Engagement and Enterprise R&R</p> |
| <p>FEATURES USED</p> <p>Recognition, Rewards</p> | |

CAPABILITIES

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|----------------------------|---------------------------|----------------------------|
| Digital R&R transformation | Values-linked recognition | Multi-generational rewards |
| Blue-collar engagement | ERP integration | Manufacturing workforce |
| Culture of appreciation | Always-on recognition | |

Luminous Power adopted Empuls across office and manufacturing plant employees after 25 years of paper-based R&R, with blue-collar workers becoming among the most enthusiastic adopters