

How Prodevans Technologies transformed fragmented gifting into a culture employees actually engage with

A 500-person IT services company replaced manual gift vouchers, fragmented surveys, and siloed communication with Empuls, achieving 70% active employee participation and transforming R&R into a core part of its culture.

CAPABILITIES USED



DIGITAL REWARDS

21,000+ reward options with no expiry

Employees choose from 21,000+ options across 20+ categories and redeem at their convenience - no expiration dates, no pressure to act before a deadline.



SOCIAL RECOGNITION

Peer recognition in the flow of work

Employees thank and appreciate peers directly on the platform, giving recognition the visibility it lacked when confined to emails or in-person exchanges.



SOCIAL INTRANET

Townhall groups for distributed teams

Empuls Townhall Groups keep Prodevans' on-site and client-location employees connected, replacing WhatsApp groups and short-lived Hangouts calls with a persistent shared space.



EMPLOYEE SURVEYS

Nudge-driven surveys with high participation

Surveys go out through Empuls instead of email, reaching employees at client locations who previously missed them. Nudges replace manual follow-ups and significantly lift submission rates.

THE CHALLENGE

Manual vouchers, missed surveys, and a workforce that couldn't connect

Prodevans' HR team had three distinct but related problems. Its R&R process was manual and time-consuming - Amazon gift vouchers had to be purchased across multiple denominations and distributed individually. Cash incentives were used alongside vouchers, but neither created a memorable impact or a sense of being recognized.

Gathering employee feedback was equally fragmented. Surveys were sent via third-party websites to company email accounts, but many employees worked from client locations and primarily used client-assigned emails. Survey participation was low, and getting responses required multiple follow-ups over email and personal chat.

The deepest challenge was connection. Prodevans had a distributed workforce - employees at offices and at client sites - and despite WhatsApp groups and weekly 'How are we doing?' calls, people felt disconnected. On-site employees working weekends often missed these calls entirely. There was no persistent, shared space where the whole company could stay engaged.

Manual voucher procurement, Amazon gift vouchers had to be bought across multiple denominations and distributed manually, consuming significant HR time with no scalable process.

Single-brand rewards, limiting employee choice and reducing the perceived value of recognition, making employees less motivated to redeem.

Low survey participation, employees at client locations missed company emails, and gathering responses required persistent follow-up over email and personal chat.

No peer recognition channel, appreciation between colleagues happened in person or over email with no visibility, doing little to build culture or morale.

THE SOLUTION

One platform for rewards, recognition, surveys, and engagement

Empuls replaced Prodevans' patchwork of tools with a single platform that covered the full employee engagement lifecycle - from recognition and rewards to surveys and everyday communication.

Simplified R&R with no expiry on points, employees complete the reward redemption process in a few steps and accumulate points without worrying about expiration dates, redeeming at their convenience even weeks or months later.

21,000+ reward options across 20+ categories, replacing single-brand vouchers with a catalog that gives employees genuine choice and makes redemption feel valuable rather than obligatory.

Social recognition with organization-wide visibility, peer appreciation posted on Empuls is visible across the company, transforming recognition from a private exchange into a shared cultural moment.

Townhall groups bridging distributed teams, on-site employees, client-location employees, and office teams all share one space on Empuls, keeping connections alive between weekly calls and across time zones.

Surveys via Empuls with nudge-driven participation, survey communications go through the platform, which employees already use daily. Nudges act as reminders without manual follow-up, and Townhall announcements drive reach across distributed teams.

Monthly engagement calendars, Empuls' ready-to-use engagement calendars reduce the ideation burden on HR, giving the team a structured plan for running engagement activities regularly without adding to their workload.

THE RESULTS

Higher participation, fewer follow-ups, and recognition woven into everyday work

70%+

Employees actively engaging on Empuls Townhall

21,000+

Reward options across 20+ categories

More than 70% of Prodevans employees actively participate and engage on Empuls Townhall - a meaningful shift for a distributed workforce that previously struggled to stay connected. Survey submission rates improved significantly after moving off third-party tools, with Empuls nudges and Townhall announcements replacing the manual follow-up chain.

Empuls became the single point for everything employee engagement at Prodevans. Recognition is no longer a one-off event - it is a regular, visible part of how the company operates. The HR team now has the tools and the bandwidth to run engagement programs consistently, and Prodevans is investing in the platform long-term as the foundation for its people culture.



Empuls has become the single point for everything employee engagement at Prodevans.

With rewards and recognition now an essential part of Prodevans' culture, the team looks forward to a significant increase in employee engagement and employee satisfaction in the coming years.



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COMPANY PROFILE

INDUSTRY
IT Services and IT Consulting

EMPLOYEES
500

FEATURES USED
Recognition, Rewards, Social Intranet

LOCATION
India

PROGRAM TYPE
Digital Engagement and R&R

CAPABILITIES

- Social recognition
- Digital rewards catalog
- No-expiry reward points
- Peer recognition
- Social intranet
- Employee surveys
- Distributed workforce engagement
- Engagement calendars

More than 70% of Prodevans employees actively participate and engage on Empuls, with surveys now running entirely through the platform