

Recognition that lives where your people already work

How a global enterprise brought recognition, rewards, and engagement campaigns into Microsoft Teams, taking monthly active users from 36% to 91% and making appreciation a natural part of every workday.

CAPABILITIES USED



RECOGNITION & REWARDS

In-Teams recognition & bot commands

Send recognition, issue awards, and redeem rewards directly within Microsoft Teams, no platform switching required.



INTEGRATION

Microsoft Teams integration

Empuls embedded within Teams for real-time recognition alerts, reward notifications, and engagement campaign nudges via bot.



PEER RECOGNITION

Public channel recognition

Recognition posts appear in team channels and department groups, enabling colleagues to react and celebrate achievements together.



ENGAGEMENT

Campaign nudges & survey participation

HR-led engagement campaigns, recognition drives, and surveys delivered as Teams notifications, meeting employees where they are.

THE CHALLENGE

Recognition was happening, just not where it counted

For a global enterprise with employees across North America, Europe, and Asia-Pacific, Microsoft Teams was where work happened. Stand-ups, project updates, quick questions, day-to-day collaboration, all of it lived in Teams. The engagement platform sat alongside it, separate and increasingly unvisited.

Employees were recognizing colleagues in Teams chats already. But those moments were private, ephemeral, and invisible to the broader organization. They never made it into the recognition platform, never contributed to program data, and never gave HR the visibility they needed to understand how appreciation was flowing across their workforce.

The result was a recognition program that technically existed but struggled to find its audience. Only 36% of employees were active on the platform monthly. Employees issued fewer than one recognition per person per month on average, not because appreciation was absent, but because acting on it required switching platforms. Peer-to-peer recognition sat at 31%, with managers carrying most of the load. Engagement campaigns and surveys saw participation rates that reflected the same friction: 42%, when employees had to leave their work environment to respond.

THE SOLUTION

Empuls inside Teams, recognition without leaving the room

The organization integrated Xoxoday Empuls with Microsoft Teams, embedding recognition and engagement capabilities directly into the collaboration environment employees used all day. The shift was deceptively simple: instead of asking employees to come to the recognition platform, the platform came to them.

In-Teams recognition, employees send recognition messages directly from within Teams, during project discussions or collaboration moments, without switching platforms. Appreciation happens in the natural flow of work.

Bot-based recognition commands, simple bot prompts within chat allow employees to recognize colleagues instantly. No forms, no navigation, just a quick command mid-conversation.

Real-time notifications, recognition alerts, award announcements, and reward updates are delivered in Teams channels and personal chat. Employees stay connected to program activity without logging in elsewhere.

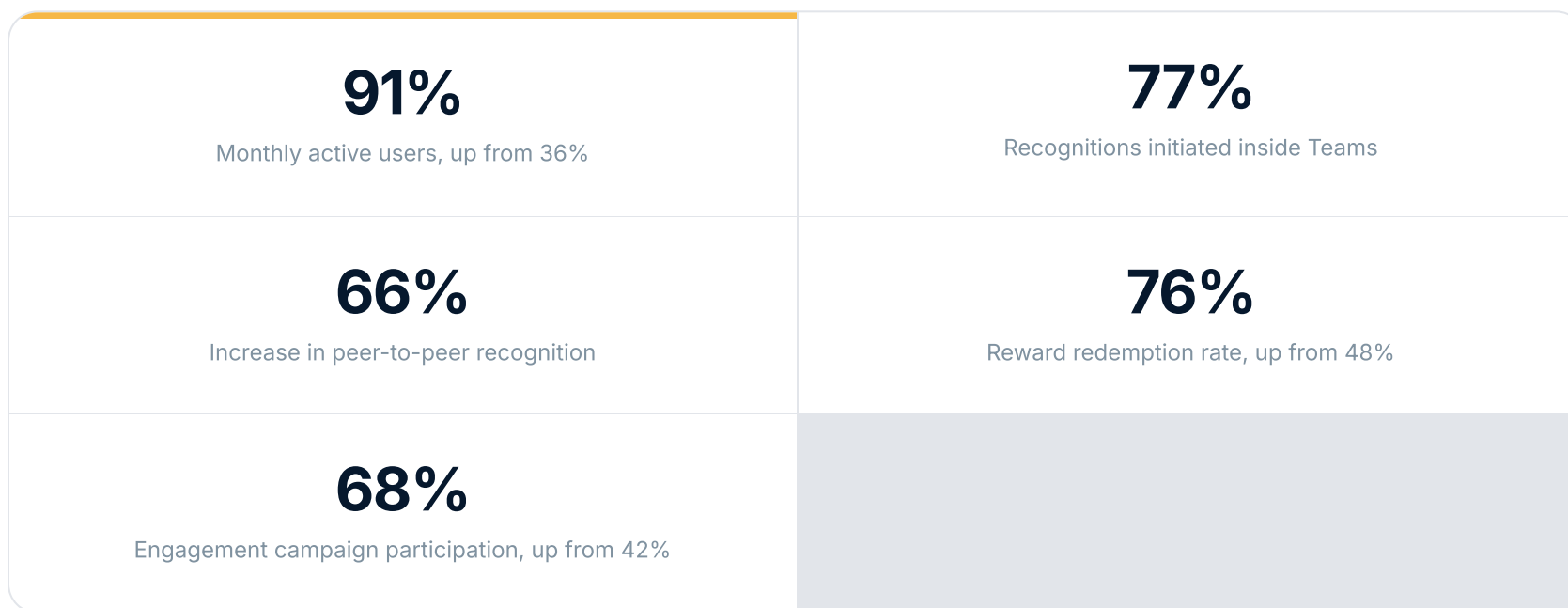
Public channel celebrations, recognition posts surface in team and department channels, so the whole team can see, react to, and amplify moments of appreciation. A manager recognizing a top performer in the #Sales-Team channel becomes a shared team moment, not a private exchange.

Engagement campaign nudges, HR teams deliver survey prompts, recognition drive reminders, and milestone campaigns as Teams notifications. A "Thank Your Teammate" week prompt, delivered where employees already are, removes every barrier to participation.

Reward redemption alerts, employees receive reward notifications directly in Teams, making it easy to access and redeem without navigating away from their work context.

THE RESULTS

Engagement that moved, fast



Within a few months of going live, every program metric shifted decisively. Monthly active users nearly tripled, from 36% to 91%. Peer-to-peer recognition grew 66%, reflecting a workforce that was now recognizing colleagues in real time rather than waiting for a manager to act. 77% of all recognitions were initiated directly inside Teams.

Reward redemption climbed from 48% to 76% as employees received alerts in context and acted on them immediately. Engagement campaign participation, historically constrained by the friction of switching platforms, rose from 42% to 68% once nudges arrived where employees already were.

The underlying driver was simple: when recognition requires no extra effort, people do it. When employees don't have to remember to check a separate system, they stay engaged. Meeting employees inside their daily workflow didn't just improve the metrics, it changed the culture.



Recognition was happening in chat. It was invisible and never made it into the platform where it counted.

Empuls inside Teams changed that. A bot command mid-conversation is all it takes. Celebrations surface in channels for everyone to react to. Campaign nudges arrive where people already are. Recognition became part of how work happens.



Head of People & Workplace Experience
Technology & SaaS

COMPANY PROFILE

PROGRAM TYPE

Recognition, rewards & engagement

WORKFORCE

Multi-region, global

REGIONS

North America, Europe, Asia-Pacific

COLLABORATION TOOL

Microsoft Teams

CAPABILITIES

- MS Teams integration
- Bot-based recognition
- Public channel awards
- Real-time notifications
- Engagement nudges
- Reward redemption alerts
- Survey participation
- Peer-to-peer recognition
- Social intranet

Recognition, rewards, and engagement campaigns, delivered inside Microsoft Teams, without platform switching