

How recognizing learning milestones doubled course completion rates

How a global enterprise linked recognition and rewards to learning milestones, taking course completion from 38% to 81% and employee participation in learning programs from 24% to 89%.

CAPABILITIES USED



LEARNING RECOGNITION

Automated milestone recognition for course completions

Course completions, certifications, and learning streaks automatically trigger recognition within Empuls, no manual HR action required.



REWARDS

Automated reward points for learning achievements

Reward points triggered on course completion and certification, redeemable from Empuls' global catalog of gift cards, experiences, and merchandise.



VISIBILITY

Public learning achievement feed

Course completions and certifications appear in the recognition feed, visible to managers, peers, and leadership across the organization.



MANAGER INSIGHTS

Learning progress visibility for managers

Managers gain real-time visibility into team learning activity, enabling them to encourage skill development and celebrate progress.

THE CHALLENGE

Great courses, empty completion records

The organization had invested in quality learning infrastructure, Udey Business licenses, curated programs across AI, machine learning, data science, cloud, and digital marketing. But investment in access didn't translate into investment in completion. Only 38% of employees who enrolled in voluntary courses finished them. 14% completed more than one.

The pattern was predictable: employees enrolled with good intentions, progressed through early modules, and then let the course sit unfinished as daily work reclaimed their time. Completing a certification produced no visible signal to the organization, no recognition, no reward, no moment of celebration. Without that, finishing felt optional in a way that starting did not.

HR teams tracked completion rates from LMS exports and manager confirmations, a manual process that gave them lagging data and no mechanism to course-correct participation in real time. Only 24% of employees were enrolled in learning programs on the whole.

THE SOLUTION

Recognition and rewards wired directly to learning milestones

The organization integrated its learning platforms with Xoxoday Empuls, connecting completion events to recognition and reward triggers. The mechanic was simple: finish a course, earn recognition. Finish a certification, earn points. Maintain a learning streak, get rewarded. Every milestone that had previously passed unnoticed now produced a visible, celebrated moment.

Learning milestone recognition, completing a Data Science certification through Udey, a Generative AI program, or any course milestone automatically triggers recognition within Empuls, making the achievement visible to managers and peers the moment it happens.

Automated reward points, course completions and certifications trigger reward points redeemable from Empuls' global catalog. Continuous learning streaks earn additional recognition, creating ongoing motivation beyond single completions.

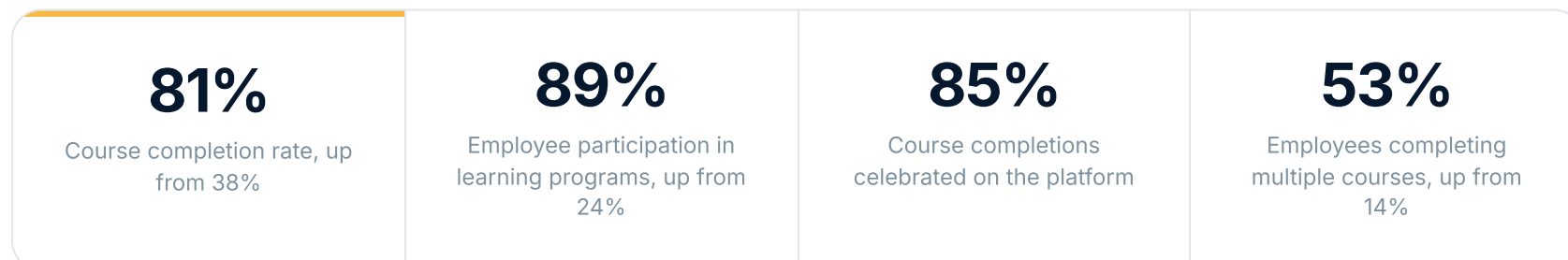
Public recognition feed, learning achievements are shared in the organization-wide recognition feed, creating social visibility that reinforces a culture where skill-building is celebrated alongside performance.

Manager visibility, managers see learning progress within their teams in real time, enabling targeted encouragement and making skill development a regular part of team conversations.

Curated program access, employees can enroll in focused learning tracks across AI, machine learning, data science, digital marketing, and cloud technologies, with recognition and rewards waiting at the finish line.

THE RESULTS

Learning culture, built in months



Within months, course completion rates more than doubled, from 38% to 81%. Employee participation in learning programs grew from 24% to 89%. The proportion of employees completing more than one course jumped from 14% to 53%, signaling not just improved completion of individual courses but a genuine shift toward continuous learning behavior.

85% of all course completions were celebrated on the platform, creating the social visibility that had previously been entirely absent from the learning experience. What changed wasn't the quality of the courses or the size of the rewards. What changed was that finishing finally meant something.



Employees enrolled and dropped off. Completing a course felt the same as not completing one.

Empuls linked completions to recognition and rewards automatically. Finishing a certification now triggers an award and appears in the feed. Managers see team progress in real time. Completing a course is finally quite fulfilling.



Head of Learning & Development
Technology & Professional Services

COMPANY PROFILE

PROGRAM TYPE

L&D recognition & rewards

WORKFORCE

Global enterprise

LEARNING PLATFORMS

Udey Business + Empuls

FOCUS AREAS

AI, cloud, data science, marketing

CAPABILITIES

Learning milestone recognition Automated reward points Public achievement feed
Manager visibility Streak rewards Global rewards catalog

Learning completion triggers automatic recognition and reward points, no HR intervention required