

Driving Engagement and Culture with a Scalable Global Employee Recognition Solution

Challenge

A global professional services and solutions firm sought to revamp its employee recognition programme to create a cohesive experience as it scaled globally. Initially, operating in India, the firm managed its employee rewards and recognition programme through multiple partners. However, as the firm expanded globally, it became clear that relying on disparate partners was inefficient and inconsistent. Anticipating the challenges of this fragmented approach, the firm recognised the need for a unified, global solution and sought a single, trusted partner with a proven global presence, capable of delivering thought leadership and end-to-end solutions. The goal was clear: to implement a seamless, scalable global employee recognition programme that could adapt to local nuances while maintaining a unified, global experience that resonates with employees worldwide.



Solution

BI WORLDWIDE's extensive global presence and over seven decades of expertise made it the ideal partner to help the firm scale its employee recognition efforts globally. In 2012, the firm successfully launched Cheers, a web-based, points-driven global employee recognition programme, in just two months. To support this initiative, the firm leveraged G3, BI WORLDWIDE India's highly flexible and advanced social recognition technology, grounded in the principles of behavioural economics. Over the next decade, the technology evolved from G3 to G4 to G5 and is now known as DayMaker. These continuous upgrades ensured that Cheers remained adaptable to the changing needs across geographies, solidifying a consistent and impactful recognition experience worldwide.

Inspiring a recognition-rich culture

Recognition at this firm goes beyond performance, collaboration and impact; it celebrates employees who embody core values that foster inclusion. Cheers meets the diverse needs of employees globally through peer-to-peer recognition and a range of points-based awards. These include Spot Awards for daily achievements, Bronze, Silver, and Gold Awards for sustained quarterly performance, and the annual Diamond and Platinum Awards, recognizing teams for exceptional client value and individuals for exemplary leadership. Additionally, Customer Cheers, funded by clients, highlights individual contributions tied to client success, further enriching the recognition culture. To ensure a holistic recognition experience, Cheers also integrates Long Service Anniversaries, Employee Referral, and Special Project Awards, all expertly managed by BI WORLDWIDE India.

Effortless recognition, powered by tech

BI WORLDWIDE India's advanced technology and technical expertise formed the foundation of this globally inclusive programme. Today, Cheers is available as a mobile app. It has evolved to empower on-the-go recognition with multilingual capabilities. Its seamless integration with Outlook, Teams, Slack, and Yammer ensures timely appreciation within daily workflows. Its intuitive design supports managers with timely nudges to acknowledge their team members. Cheers is also designed to foster cross-country recognition with point parity, enabling colleagues to celebrate each other across borders.

Globally unified, locally tailored recognition experience

Cheers stands out for its simplicity, making recognition effortless and impactful across global teams. The programme is regularly enhanced with innovative ideas co-created by BI WORLDWIDE India and the firm, through a proprietary process inspired by Design Thinking. Cheers exemplifies BI WORLDWIDE India's expertise in delivering tailored solutions that are globally consistent and locally relevant, integrating intuitive technology, behavior-driving regional campaigns, culturally relevant rewards, and seamless fulfilment of rewards with in-time zone and in-language customer support — all managed end-to-end by BI WORLDWIDE India.

Results

Cheers is a key driver in the firm's remarkable growth, scaling from **30,000+** employees in **4** countries in 2012 to **125,000+** employees across 30+ countries in 2024. The programme's far-reaching impact is a testament to its success:

52%
of the global workforce actively engaged in the programme

1.25 mn
total recognition moments, with 99% occurring between peers

1 mn+
reward options, with aspirational electronics being the most redeemed choice

98%
budget utilization, exceeding industry benchmarks