

Empowering Peer Connections Through a Unified Global Recognition Strategy

Challenge

A leading Indian multinational pharmaceutical company sought to transform its fragmented, cash-based recognition programme into a centralised, tech-driven solution that enhances transparency and drives motivation. While the company valued employee recognition, its previous approach was ad hoc and localised, operating on a top-down model with limited visibility and no peer-to-peer appreciation. Achievements were celebrated sporadically, often through physical awards and on-site events, leaving many contributions unnoticed and employees disconnected. As the company expanded globally, the need for a cohesive and scalable recognition framework became undeniable. The goal was to create a unified employee recognition programme that resonated across 30 countries, while adapting cultural nuances and local practices. The broader aim was to align employees with the company's core values, boost engagement, and foster a more inclusive and cohesive culture.



Solution

BI WORLDWIDE India was chosen to implement a unified global recognition solution that empowered managers to celebrate achievements, foster peer-to-peer acknowledgement, and align with the company's core values, strengthening connections across both white-collar and blue-collar teams worldwide.

The Birth of “Spark”

In 2014, the company formalised its fragmented rewards and recognition structure with the launch of 'Well Done' (now rebranded as 'Spark'), an online, points-based recognition programme powered by BI WORLDWIDE India's G5 platform (now DayMaker), designed based on the principles of behavioural economics. As the company expanded its recognition efforts globally, 'Well Done' evolved into 'Spark' to drive engagement and align recognition across regions. Built on BI WORLDWIDE's proprietary recognition framework, Spark maximises reach, drives performance, and celebrates both small wins and large milestones. By embedding daily, monthly, and annual recognition into the company's culture, Spark connects employees across geographies and job functions. The programme fosters an environment where appreciation has become a habit, not an exception.

Recognition at Every Level

Spark plays a crucial role in fostering a recognition-rich culture. Spark initiatives like 'Kudos' enables real-time peer-to-peer appreciation, while 'Spotlight' recognises standout contributions from mid-level and senior employees. 'Dream Team' celebrates exceptional collaboration and innovation, and 'The Beacon Awards' highlight individuals who embody the company's core values. Crucially, the programme extends to third-party contractors, ensuring inclusivity and broad participation. This layered approach ensured that recognition is holistic, meaningful, and far-reaching.

A Flexible, Intuitive Platform

One of Spark's key strengths is its adaptability. Each business unit, whether local or global, could tailor recognition initiatives to motivate their employees in a way that felt relevant and personal. It also provides managers with timely nudges, offering insights to ensure recognition was equitable and impactful. With both points-based and non-points-based rewards—ranging from experiences to merchandise—Spark ensures that recognition is meaningful to the individual. Cross-border recognition became seamless, allowing employees to celebrate each other regardless of geographic boundaries, strengthening unity within the diverse workforce.

Continuous Innovation and Integration

Over the past decade, Spark has undergone significant enhancements, keeping pace with the company's growth. Integrating with tools like SAP for seamless data exchange and linking recognition to performance evaluations ensured the programme aligned with organisational goals. Plugins with tools like Outlook, Teams, Slack, and Yammer enabled recognition to happen in the flow of work. These integrations weren't just technical upgrades; they were strategic shifts, embedding recognition deeper into the company's culture and making it an integral part of everyday operations.

Results

Spark has become a cornerstone of the company's success, embedding appreciation into the culture. This year, the company was honoured in Forbes and Statista's World's Best Employers 2024 list, a testament to Spark's role in driving engagement and motivating employees. By blending cutting-edge technology, strategic campaigns, meaningful rewards and exceptional customer support, Spark has transformed recognition into a consistent and celebrated practice, making employees feel truly valued. The results speak volumes:

81%
of employees recognised in
the last two year.

42%
surge in engagement levels
on the Spark programme.

6%
drop in employee turnover, from 18% to 12%, reflecting a positive recognition-driven culture.