

Employee Engagement at Paragon Digital saw a rise of 4.5% with the help of Vantage Circle

About the Organization:

- **Industry:** Marketing & Advertising
- **Company Size:** 1300+ Employees
- **Headquarters:** Chennai, India
- **Type:** Private Company
- **Founded:** 2007

Company Profile

Paragon Digital is a premier digital media services agency that offers expert media operations, data analytics, creative and campaign optimization, as well as ancillary business finance services to advertisers, publishers, and ad tech platforms across the globe.

Key Objective

To deliver a seamless, flexible, and reliable solution for the clients while maintaining uncompromising quality. And to boost their efforts, their focal point was to introduce a strategy that can enhance employee engagement within the organization in the long run.

Problem Statement

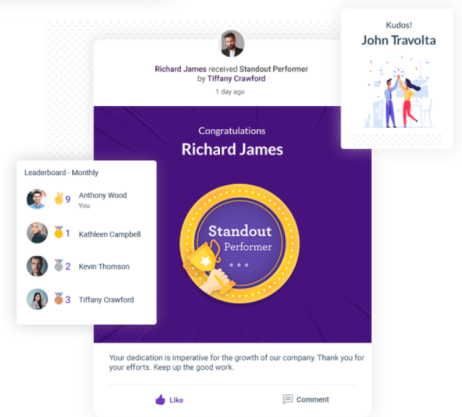
The company believes in an open culture where collaboration, diversity, agility, and accountability are top priorities. And to further boost their open culture, the company required a solution that would keep their employees happy, satisfied and content in the workplace.

The major challenges for the company were-

- Onboarding a platform that was cloud-based and could provide remote and easy accessibility.
- Elevating their culture of peer recognition with a platform that could automate the process.
- To facilitate a reward system that was point-based with a wide range of flexible awarding.
- Finding a solution that can provide unique and exclusive corporate deals that would benefit the employees.

Solutions Offered

With Vantage Circle's mobile and remote platform, we were able to fulfill the requirements of Paragon Digital. We filled the gaps of the recognition process by providing an interface that was easy to use and understand. With the whole solution being cloud-based, the company found it easy to integrate the platform into their work culture. In addition to the rewards platform, the company also onboarded the Vantage Perks module that catered to the financial needs of the workforce by providing exclusive deals and benefits.



Key Actions

- With the workforce working from home, we were able to connect the remote employees and encouraged them to practice recognition.
- With a robust awarding process, the engagement levels rose within the organization.
- A point-based awarding system allowed the managers to allocate points based on performance and elevate the satisfaction levels.
- With a wide range of corporate benefits, the employees were able to curb their financial difficulties and the platform allowed them to choose from a global catalog of gift cards.

Key Stats

- In the last quarter of 2020, the engagement level of the organization was more than **4.5%**.
 - On average, peer to peer recognition rose to about **63%** in the first two months of 2021.
 - There was a significant increase of about **52%** in the number of appreciation for the first two months of 2021.
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