

Subex Limited increased their peer-to-peer recognition culture upto 2.8X times with the help of Vantage Circle

About the company : Subex is a telecom analytics firm that provides revenue assurance, business consulting, fraud management, etc. Subex helps businesses embrace the disruptive changes in the business landscape and succeed with Digital Trust.

Industry: Telecommunications

Company Size: 1500+ Employees

Headquarters: Bangalore, Karnataka

Type: Public Company

Founded: 1992

Key Objective

To provide global telecom carriers with operational excellence and business transformation with the help of driving new revenue models, enhancing customer experience, and optimizing the enterprise.

The major challenges for the company were

Subex Limited has a firm belief in achieving customer success through promoting integrity and transparency in the organizational culture. They also promote the spirit of winning together as a team to create value and focus on innovation. And to further assist those efforts, they were on the lookout for a platform that would respect their values and facilitate a system where employees felt connected with the organization.

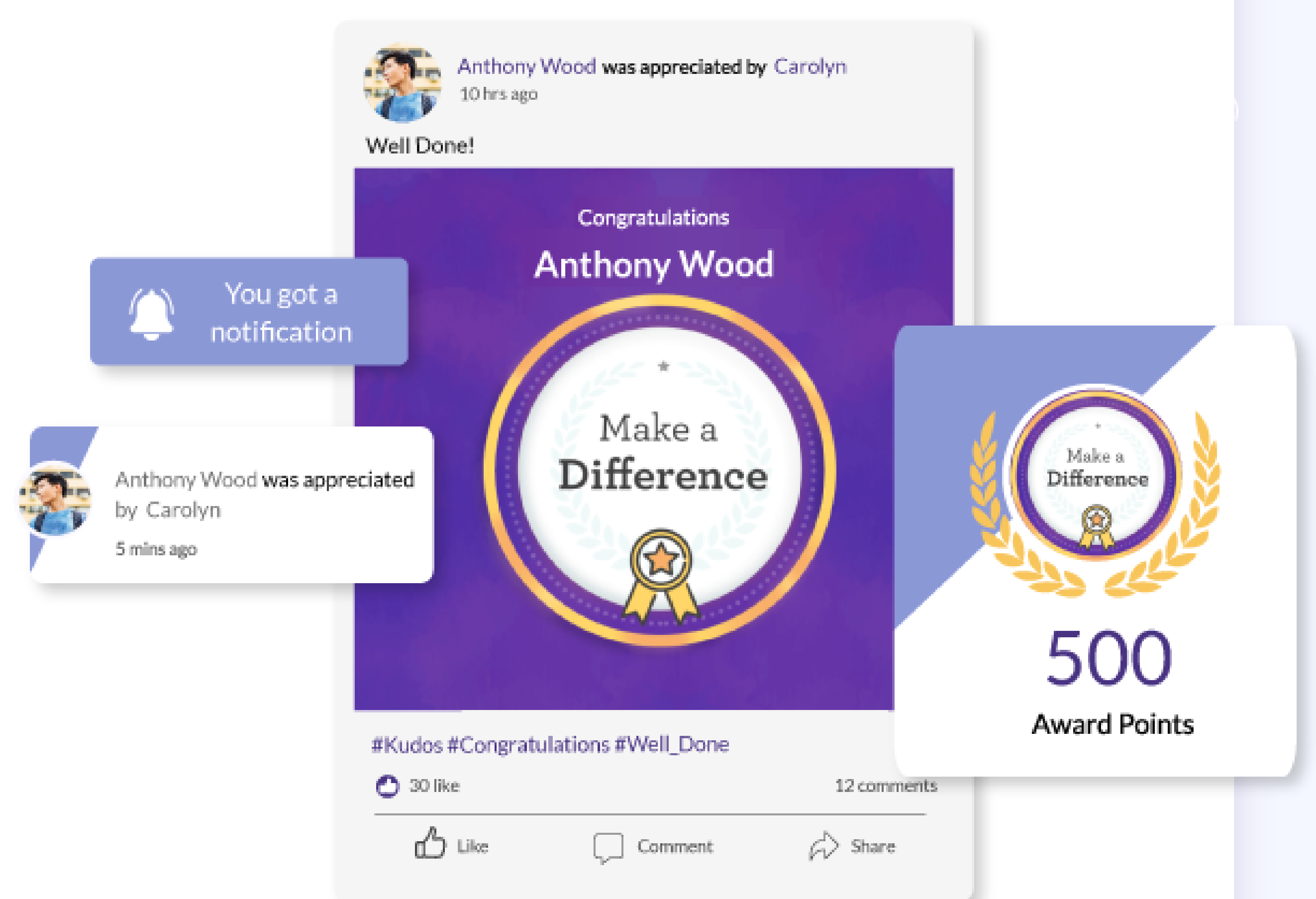
The major challenges for the organization were-

- A robust and transparent SaaS-based platform that was easy to access

- Improving their company culture and automate their peer recognition process
- Accommodating a unique reward system that elevated employee satisfaction and experience levels
- A platform that would provide corporate deals and help the employees curb their financial difficulties

Solutions we offered

With Vantage Circle's mobile-first and cloud-based platform, we were able to fulfill the company's needs and requirements. The platform was able to provide the organization with notable features like Wishing employees on special occasions and anniversaries and badge customization in the rewards module. Along with the Rewards and Recognition platform, the company also onboarded Vantage Circle's perks module. The Perks module allows employees to select a variety of deals and discounts which are specifically



Key Actions

- Subex was able to increase its culture of recognition and encourage employees to acknowledge each other which improved employee relationships.
- With the help of Rewards and Recognition, managers could award the employees with a specific amount of points for their accomplishments which resulted in higher levels of satisfaction and engagement.
- The employees could redeem their awarded points in the form of gift cards from a wide range of global catalogs anywhere and anytime without the fear of points expiration.

Key Statistics

- The organization saw a more than **32%** increase in engagement in the first quarter of 2021
- There was a rise of around **2.8X** in peer-to-peer recognition in the first quarter of 2021.
- The company saw over a **4.2X** increase in appreciation in the first two months of 2021.
- Employees were able to access **400+** exclusive offers and benefits globally.

32%

Increase in
Engagement

2.8x

Increase in
peer-to-peer recognition

4.2x

increase in
Appreciation

400+

Exclusive offers
accessed globally



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