



Sun Pharma Increased Its Engagement Levels Upto 12.50% With The Help Of Vantage Circle

About the Organization:

- **Industry:** Manufacturing
- **Company Size:** 10,001+
- **Headquarters:** Mumbai, Maharashtra
- **Type:** Public Company

Company Profile

Sun Pharmaceutical Industries Limited is an Indian multinational pharmaceutical company headquartered in Mumbai, Maharashtra, that manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients primarily in India and the United States. Sun Pharma's global presence is supported by more than 40 manufacturing facilities spread across 5 continents, R&D centers across the globe, and a multicultural workforce comprising over 50 nationalities.

Key Objective

Apart from the usual benefits for the employees, Sun Pharma wanted to add an exclusive deals and discounts package as well. The main objective of doing it was to ease the financial burden of the employees that can have a positive impact on their productivity while reducing work stress.

Problem Statement

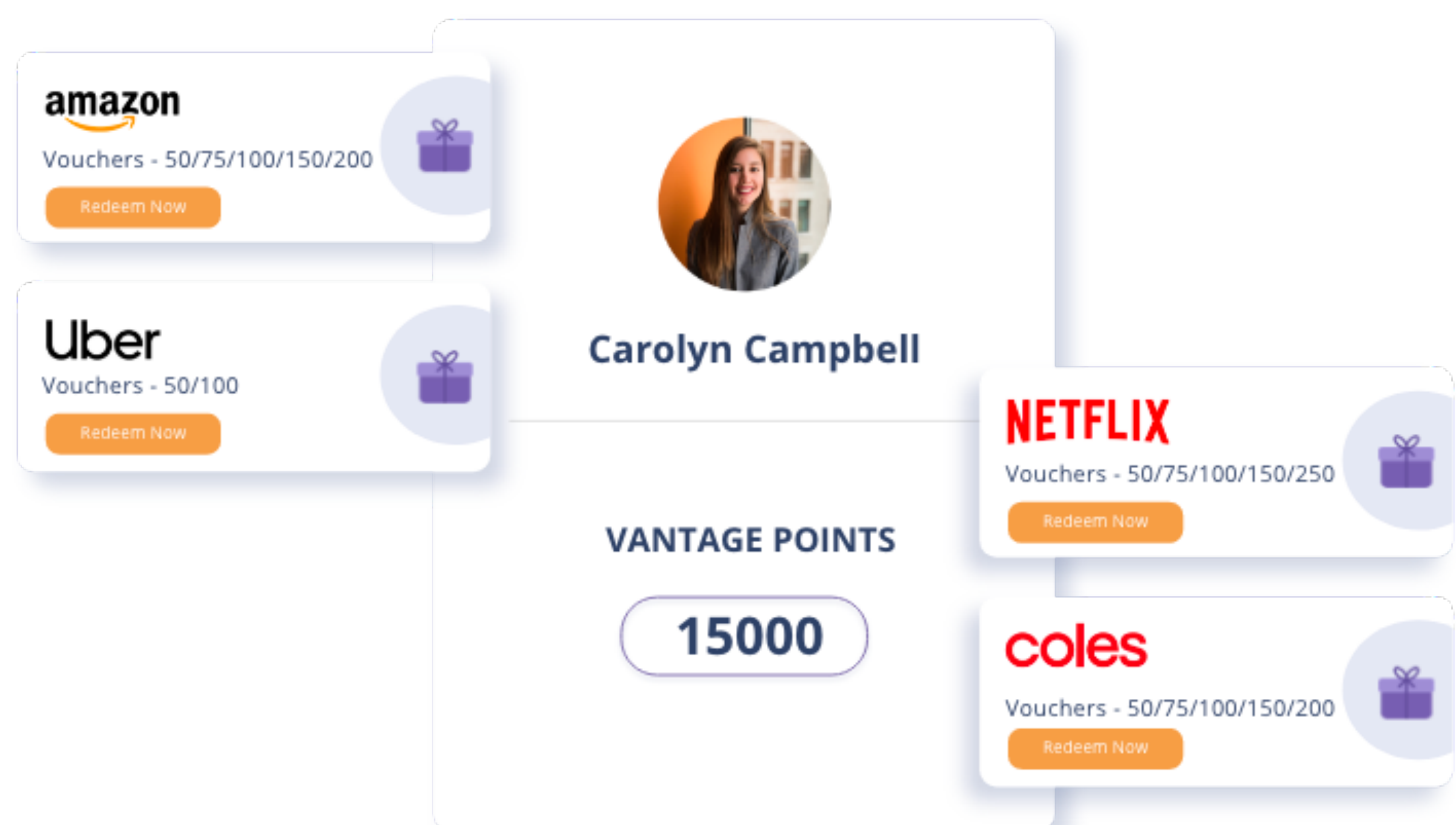
To do that, however, they were in search of an online platform that could cater to their critical needs and requirements. Moreover, they wanted an online solution that would help them increase their engagement in the workplace while elevating the employees' overall satisfaction.

The major challenges faced by the organisation were :

- To onboard a solution that can provide easy and remote access to the workforce.
- To search for a platform with a one-of-a-kind point-based system that made the point allocation process easier and hassle-free.
- They were in need of a solution that provided the employees with a wide variety of exclusive deals and the option to redeem gift cards.

Solutions Offered

Vantage Circle was the perfect solution that was able to help the company with its Perks module. Not only did it provide corporate deals and discounts for the organization but it also allowed the managers to bulk upload points at one go.



Key Actions

- Vantage Circle was able to provide the employees with specific and hand-picked deals thanks to the platform's wide selection of global brands. This presented the employees with a unique shopping experience, which boosted their morale.
- The platform was able to provide the company with a no-point expiration feature that enabled the employees to redeem them whenever they wanted.

- With the help of the platform, the employees were able to enjoy unique benefits that positively impacted their engagement levels.

Key Stats

- There was a rise in the percentage of engagement for the first two quarters of 2021 is 12.50% after onboarding the platform.
- Top Global Brands like Amazon, Uber, Walmart, Target, Macy's, VISA, Mastercard, KFC, and so on were easily accessible for the employees.
- Every employee has access to around 1043+ offers and benefits globally.
- There were more than 364 unique users availing offers globally in a month.
- More than 10 employee-only exclusive benefits are added every week globally.

12.50%

Increase in Employee
Engagement

1043+

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Globally

364

Unique users in a
month



Reach out to us: partner@vantagecircle.com

Our Presence: USA | Canada | Australia | Netherlands | India

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