

With the help of Vantage Circle, Tata Chemicals was able to boost their culture of appreciation by 2.3x times

About the Organization:

- **Industry:** Chemicals
- **Company Size:** 4500+ Employees
- **Headquarters:** Mumbai, India
- **Type:** Public Company
- **Founded:** 1939

Company Profile

Tata Chemicals Limited is a global firm with interests in Basic Chemistry Products and Specialty Chemistry Products. It is a part of the roughly US\$ 110 billion Tata Group. They aim to harness the fruits of science for goals that go beyond business.

Key Objective

TATA Chemicals strives to be the most innovative, science-led, distinctive Chemistry Solutions Company in the world, supplying clients with unique, science-led products and solutions. They also appreciate excellence, compassion, enthusiasm, honesty, and safety. To further bolster their efforts in providing excellence, they were more focused on improving the employee engagement levels within the organization and providing a good employee experience for their employees.

Problem Statement

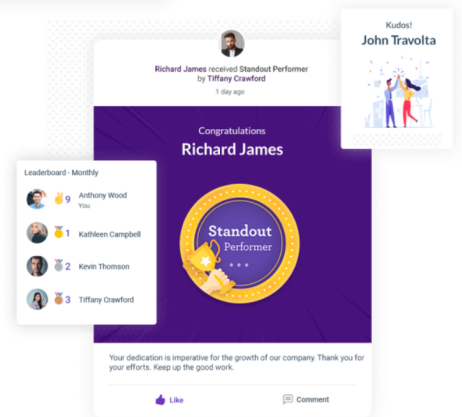
To ensure they met with their vision, goals, and values, Tata Chemicals was on the lookout for an online platform that could make their company culture more employee-centric. With the help of the platform, they wanted to increase the satisfaction levels of their employees while aiming to improve the engagement levels of the workforce.

The major challenges for the organization were

- To onboard a flexible online rewards platform that could connect the remote workforce.
- To facilitate an appreciation process that was engaging and empowering at the same time.
- To put forward a solution in front of the workforce that would help them simplify their rewarding process with a unique point-based system.
- To offer exclusive deals and benefits that would escalate the satisfaction levels and reduce the financial burden of the employees

Solutions Offered

Catering to those needs and requirements was a crucial task that Vantage Circle was able to fulfill with the help of its mobile-first cloud-based solution. We were able to provide the company with a wide range of badges and awards that made the workforce happy. And with an employee-centric approach, the employees were able to quickly adapt to the platform. In addition to Vantage Rewards, the company also onboarded the Vantage Perks module that offered exciting deals and offers specially designed for the employees.



Key Actions

- With the help of the platform, the company saw a rise in its peer recognition culture where employees would appreciate their colleagues for a significant accomplishment.
- The company was able to promote and increase employee engagement with the help of the Vantage Rewards interactive user interface.
- With a wide range of award titles and flexible use of the budget, the managers found it easier to access the platform without any hassle.
- With the option to redeem Vantage Points, the employees were able to redeem gift cards from a wide range of global catalogs. In return, it helped them curb their financial shortcomings and shop without worrying about money.

Key Stats

- In the first quarter of 2021, Tata Chemicals was able to boost its engagement levels to over **44%**.
- For the first quarter of 2021, the average increase in peer-to-peer recognition was over **43.5 %**.
- The percentage of appreciation increased around **2.3x times** in the first quarter of 2021.

8%

Increased of Employee
Engagement

15%

Increased Growth in
Employee Recognition

300+

Exclusive offers
Globally