

Tata Realty witnessed 40% growth in employee engagement with Vantage Rewards

About the company : Tata Realty and Infrastructure Limited (TRIL) operates as a real estate and infrastructure development company. The company develops airports, urban transport, roads and bridges, and special economic zones. It has 680 employees across India.

Industry: Real Estate

Company Size: 500 - 1000 employees

Headquarters: Mumbai, Maharashtra

Type: Privately Held

Founded: 1984

Key Objective

To design a system to engage a diverse workforce spread across multiple cities/states. The core objective was to encourage more employees to engage with each other, promote collaboration, and build a culture of transparency and recognition.

The major challenges for the company were

Tata Realty merged its Real estate, Housing, and Infrastructure firms into one entity under its umbrella in 2018. Because of this huge merger, the employees had to go through a culture shock. Employees had to leave their comfort space and the teams they were working with before.

The major challenges the company had to face were-

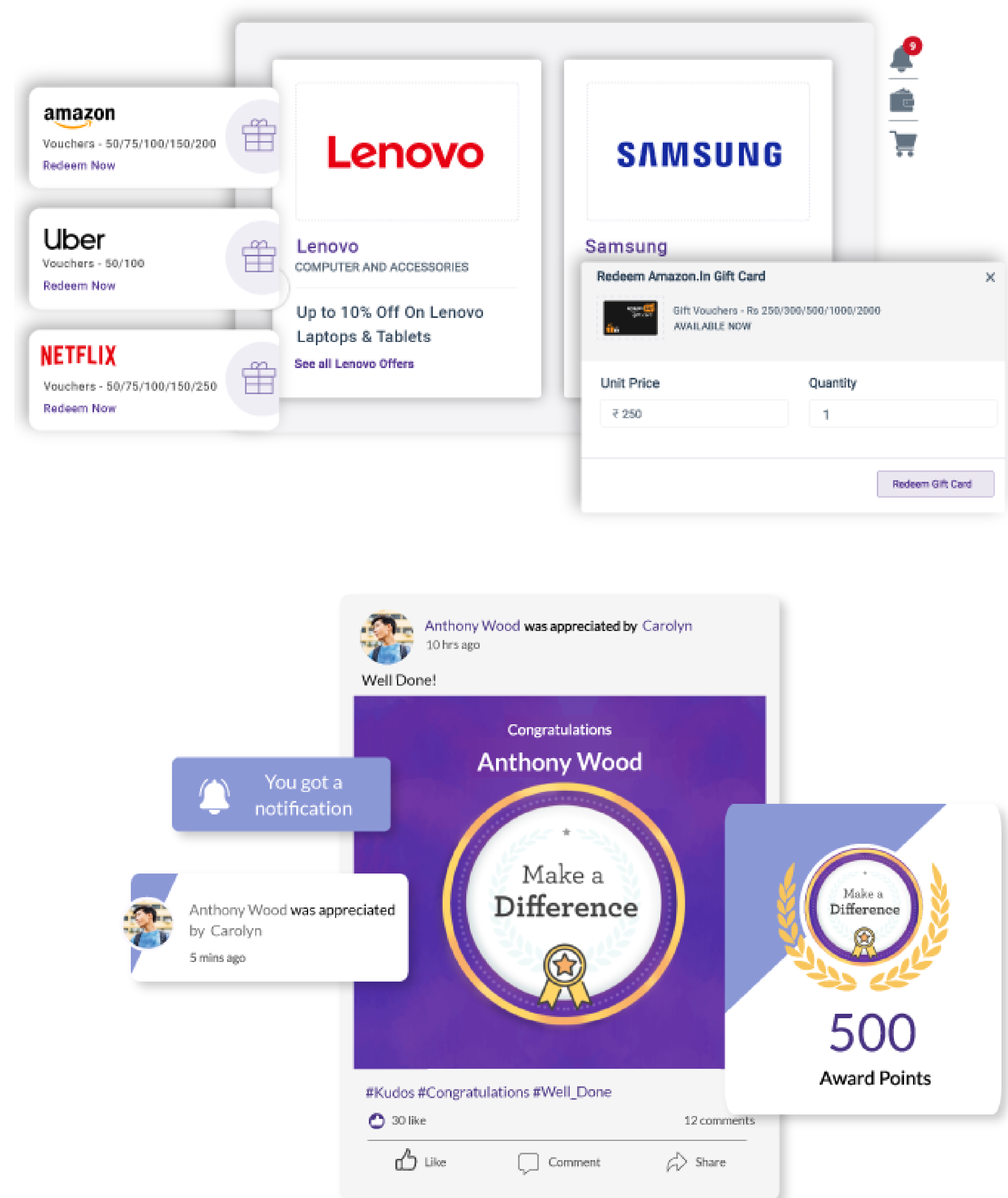
- To find the right digital Rewards and Recognition platform that is flexible and could keep their dispersed workforce engaged and happy.
- To introduce a platform to its employees that has high visibility, easily accessible, user-friendly, and at the same time web-mobile based.

- To track their rewarding process efficiently.
- And boost internal communication among millennial employees, especially among the ones located at different geographical locations.

Solutions we offered

Vantage Circle's mobile-first social rewards and recognition module designed to keep the workforce engaged even when on the move. This is why our Rewards and Recognition platform fits the needs of Tata Realty like a glove.

Our solution provided a common platform for all employees of Tata Realty. With multiple badges and awards, the organization could promote a culture of appreciation within its ranks and increase employee visibility.



Key Actions

- We drove behavior towards engagement and recognition by showcasing leaderboards among teams and metrics for management to follow through.
- Our mobile platform catered to the dispersed teams who may not be sitting on computers and millennials who were more engaged with mobile platforms.
- We could determine which core values needed more improvement and were able to drive employee engagement appropriately.

In addition to Vantage Rewards, the real estate company uses Vantage Perks, our cost-effective employee benefits and discount platform, to meet their employees' needs.

- Vantage perks offer instant access to exclusive discounts on hundreds of top brands and services.
- Employees get deals and discounts on products chosen exclusively on categories like dining, travel, electronics, real estate, and more.

The outcome

- The adoption of the mobile platform witnessed a great surge within the company.
- It increased the participation of the millennials workforce and helped the teams to recognize their peers more efficiently.
- Our point-based module gave them flexibility in their gifting and rewarding process. Features like Awards and Badges Nomination, Peer to Peer Recognition helped the workforce connect and appreciate each other digitally.
- It boosted the culture of recognition within the organization.

Key Statistics

- Year 2020 witnessed an increase in employee engagement of more than **40%**.
- The increase in the percentage of peer to peer recognition is more than **15x**.
- Every employee has access to **150+** offers globally with the flexibility to choose gift vouchers from popular in-store and online brands.

40%

Growth in Employee
Engagement

15x

Growth of Peer-to-Peer
Recognition

150+

Global Offers for each
employee

Client Testimonial

Nikita Kamtekar
Internal Communications
Manager, TATA Realty



The Rewards and Recognition program we had before was very different from what Vantage Circle offers. After Vantage Circle, everything became a lot easier and structured. When we launched the program we saw an engagement of 40% which is quite good according to me. Right now our plan is to improve our internal communication around it. The most popular feature here is the badges, people are really enjoying giving each other badges.



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