

# IBS Software's Recognition Initiative Delivers Measurable Retention Across Global Teams

IBS Software and Vantage Circle  
Best Employee Recognition Program  
March 2025



## Company Background



Company-at-a-Glance	
Headquarters	Thiruvananthapuram, Kerala, India
Year Founded	1997
Revenue	\$819.2 Million
Employees	4000+
Global Scale (Regions that you operate in or provide services to)	North America, Middle East, Africa, Asia Pacific
Customers/Output, etc. (Key customers and services offered)	DHL, FEDEX, Air CANADA · American Airlines Cargo · ANA Inspiration of JAPAN · Avianca · Air Albania · Alaska · AIR SEOUL · AIR NEW ZELAND.
Industry	Technology and Software
Stock Symbol	N/A
Website	<a href="https://www.ibsplc.com/">https://www.ibsplc.com/</a>



## Company Background



Company-at-a-Glance	
Headquarters	India
Year Founded	2010
Revenue	\$ 49 Million
Employees	254
Global Scale (Regions that you operate in or provide services to)	North America, Europe, India, Asia, Australia, Middle East
Customers/Output, etc. (Key customers and services offered)	Key Customers: WIPRO, Deloitte, Infosys, Bosch, Tata Motors Services offered: Employee Engagement Solutions (through rewards and recognition and corporate wellness platform)
Industry	Technology and Software
Stock Symbol	NA
Website	<a href="http://www.vantagecircle.com">www.vantagecircle.com</a>



## Budget and Timeframe

Budget and Timeframe	
Overall budget	NA
Number of (HR, Learning, Talent) employees involved with the implementation?	20
Number of Operations or Subject Matter Expert employees involved with the implementation?	7
Number of contractors involved with implementation	N/A
Timeframe to implement	N/A
Start date of the program	N/A

## Fit to the Needs

As an industry leader in Airline, IT & Aviation Software Solutions, IBS operates in a fiercely competitive global landscape. The company firmly believes that fostering an organizational culture centered around employee recognition and experience is paramount to attracting, retaining, inspiring top talent and creating a winning work culture.

However, IBS was faced with a few challenges – not so good retention rates, timely recognizing a culturally and geographically diverse workforce and creating a work culture that embodies the principles of IBS's philosophy and business objectives. IBS wanted their employees to genuinely feel valued for their contributions and hard work. IBS's aim was also to create a more inclusive and equitable work environment.

Addressing this challenge became a strategic priority for IBS. They sought to develop a holistic employee recognition program that would resonate with their global workforce and align with the company's core ideology, philosophy, and goals.

Central to this initiative was IBS's desire to cultivate a culture of appreciation, where everyone would be treated equally and acknowledged in a timely manner. They recognized the importance of fostering behaviors that reinforce the company's commitment to its people, regardless of their background or position.

Partnering with Vantage Circle, a specialized employee engagement solutions provider, IBS was able to design a tailored program that would address their distinct requirements. The resulting solution encompassed a personalized rewards and

recognition platform, alongside a structured benefits program, aimed at enhancing the overall employee experience.

Importantly, the program also incorporated an employee assistance component, granting access to professional counseling and mental health resources. This holistic approach underscored IBS's commitment to supporting the personal and professional development of its diverse workforce.

By harmoniously integrating this multi-faceted program with its existing HR systems, IBS has succeeded in streamlining the processes of expressing appreciation, improving employee experience, and administering benefits building a vibrant and inclusive workculture. This has ultimately driven increased productivity, bolstered retention rates, and cultivated a workplace environment defined by positivity, mutual respect, and a profound sense of belonging among all employees.

Through this strategic initiative, IBS has effectively addressed the previous concerns around retention, and positioned itself as an employer of choice in the highly competitive Airline, IT & Aviation Software Solutions industry.

## **Business Needs and Key Objectives:**

### **1. Cultivating an Appreciative Culture: Recognizing Employee Excellence.**

IBS firmly believes that fostering an environment where employees feel truly valued and appreciated for their relentless efforts is paramount. To achieve this objective, they have implemented a robust rewards and recognition program, providing a dynamic platform for managers and peers to commend employees on their achievements.

This strategic move has effectively ingrained a culture of acknowledgment within IBS, boosting employee morale, motivation, and overall business performance. Through their partnership with a pioneering employee recognition solutions provider, IBS ensures their workforce receives well-deserved timely recognition and support, nurturing an environment conducive to growth.

### **2. Tailored Solutions through a Flexible Rewards and Recognition Platform Recognizing the uniqueness of their needs.**

IBS pursued a strategic partnership with an employee engagement solutions provider capable of delivering a customized rewards and recognition platform. Their goal was to modernize and enhance their current system with an intuitive platform, providing seamless access for remote employees while aligning with their business philosophy and objectives.

Vantage Circle's platform emerged as the ideal solution, perfectly aligning with IBS's mission. It provided personalized social recognition capabilities along with exclusive corporate gifts and discounts, fostering an innovative culture of appreciation by including employees working remotely or in hybrid mode.

### **3. Enhancing Employee Experience through a Structured Benefits Program.**

In addition to cultivating a culture of recognition, IBS recognized the need to address recurring pain points around employee experience. The company aimed to enhance the overall work experience and provide greater value to its workforce by implementing a comprehensive and structured employee benefits program.

The benefits program, seamlessly integrated with the recognition platform, offered employees a diverse array of perks, experiences and resources. This included access to wellness initiatives, redeemable vouchers, merchandise, experiences, and product discounts - all centralized within a user-friendly digital hub. Empowering employees to conveniently access and manage these benefits contributed to elevated levels of job satisfaction and engagement.

Furthermore, the program's flexibility allowed IBS to tailor the offerings based on evolving employee needs and preferences, ensuring the benefits remained relevant and valuable.

### **4. Combating Low Retention and Cultivating Loyalty through a Culture of Appreciation.**

IBS recognized the importance of fostering a diverse, inclusive workplace culture to drive employee retention and engagement. Acknowledging the diversity of their global workforce, the company sought to create a cultural environment where all employees felt valued, respected, and aligned with the organization's core ideology and goals.

To achieve this, IBS implemented a comprehensive employee recognition and benefits program. The key objective was to cultivate a culture of appreciation and recognition, empowering employees to feel genuinely recognized for their contributions, regardless of their background or position within the company.

The program featured personalized rewards, customized awards, and seamless integration of employee benefits. This approach not only made employees feel valued, but also catered to their evolving needs and aspirations. By fostering a sense of belonging and supporting professional and personal growth, IBS was able to significantly improve employee sentiment and commitment.

Importantly, the program was designed to ensure equitable treatment and timely acknowledgment of achievements across the diverse workforce. This helped to reinforce the company's commitment to inclusive practices, where everyone was given the opportunity to thrive and contribute to the organization's success. The holistic approach taken by IBS had a direct and positive impact on retention rates, particularly in the company's US market.

### **5. Streamlining Anniversary Celebrations with Personalized Engagement.**

IBS aimed to enhance the celebration of employee milestones by automating the process, replacing time-consuming and error-prone manual procedures. Recognizing the importance of acknowledging employees' contributions, they sought to streamline this aspect of their operations. They seamlessly integrated the new platform with their HRIS systems, enabling comprehensive and personalized employee recognition.

Through this seamless integration, personalized messages and gift cards were automated and effortlessly sent out by the HR team to acknowledge achievements. This personalized approach not only boosted morale but also fostered a culture of appreciation and engagement, making employees feel valued and motivated. As a result, there was a noticeable improvement in the overall work environment, with increased positivity and teamwork.

Moreover, the automated system facilitated instant recognition of team members working remotely or in different regions by both HRs and peers. This helped bridge geographical gaps, fostering a sense of unity and collaboration within the organization. The enhanced communication and recognition contributed significantly to IBS's success and growth trajectory.

### **6. Enhancing Efficiency through Platform Integration.**

A key objective for IBS was to secure a versatile platform capable of seamless integration with various HRIS systems that they had in place, ensuring operational efficiency. By integrating the platform across diverse HR systems, they streamlined processes, saving valuable time and resources. This allowed the HR team to redirect their focus towards critical areas, enhancing overall productivity. The integration also facilitated the establishment of a centralized rewards and recognition system for their global and diverse workforce.

### **7. Motivating Excellence with an Innovative Rewards System.**

IBS aimed to implement a pioneering point-based rewards system to acknowledge and incentivize employees for their dedication, encouraging consistent high



performance. This adaptable system, tailored to the company's objectives and values, played a pivotal role in fostering a culture of recognition within the workplace. Employees could earn points for various achievements or behaviors aligned with organizational goals, creating an immersive and personalized rewards experience.

#### **8. Acknowledging Unique Contributions through Customized Awards.**

IBS embarked on implementing a tailored awards platform to celebrate each employee's distinct contributions, driven by the desire to create an organizational culture where individual efforts are valued.

The customized platform resonated strongly with the workforce, providing a medium for personalized recognition and appreciation. By allowing managers to customize awards based on individual performance, such as 'Spot Award', 'Performer of the Month,' IBS reinforced its commitment to recognizing diverse talents and efforts.

#### **9. Embracing Flexibility with an Adaptable Awards Platform Recognizing the need to evolve its recognition practices.**

IBS created an innovative online platform empowering managers to personalize awards based on individual employee achievements. This initiative went beyond aligning with organizational goals; it aimed to celebrate the unique strengths of each employee.

By providing managers with the tools to customize awards and assign points for various accomplishments, IBS fostered a culture of recognition and appreciation that was deeply ingrained, driving increased engagement and motivation.



## Fit to the Needs

### **Goal 1: Implementing an Adaptive Recognition Solution.**

With remote and hybrid work models becoming increasingly prevalent, IBS recognized the need to modernize its employee recognition approach to adapt to the evolving workplace dynamics. Additionally, IBS has a workforce that is highly diverse geographically.

Moving away from traditional methods' constraints, the company aimed to introduce a dynamic, flexible solution that could seamlessly facilitate recognition and rewards regardless of an employee's work location. They wanted to create a centralized system for better efficiency and consistency for their employee recognition program.

By strategically partnering with Vantage Circle, IBS developed a tailored recognition program that aligned with its values and goals. Through dedicated training and support, the company successfully implemented this adaptive solution, further enriching its dynamic organizational culture.

### **Goal 2: Fostering a Culture of Peer-to-Peer Appreciation.**

IBS deeply understood the profound impact of peer recognition and aimed to cultivate a workplace environment where colleagues readily expressed appreciation for one another's efforts, irrespective of organizational rank. Relying solely on a top-down approach for appreciation was not enough, as IBS has employees collaborating across the world. They sought to find a peer-to-peer recognition solution that would allow employees to freely and easily appreciate their colleagues without any barriers.

To achieve this, the company focused on developing an intuitive platform that empowered employees to seamlessly commend and celebrate their peers' dedication. By equipping the workforce with user-friendly tools from Vantage Circle, IBS enabled a culture where team members effortlessly acknowledged and valued each other's contributions. This strategic initiative not only boosted morale, but also improved the overall employee experience by fostering a deeper sense of camaraderie and belonging.

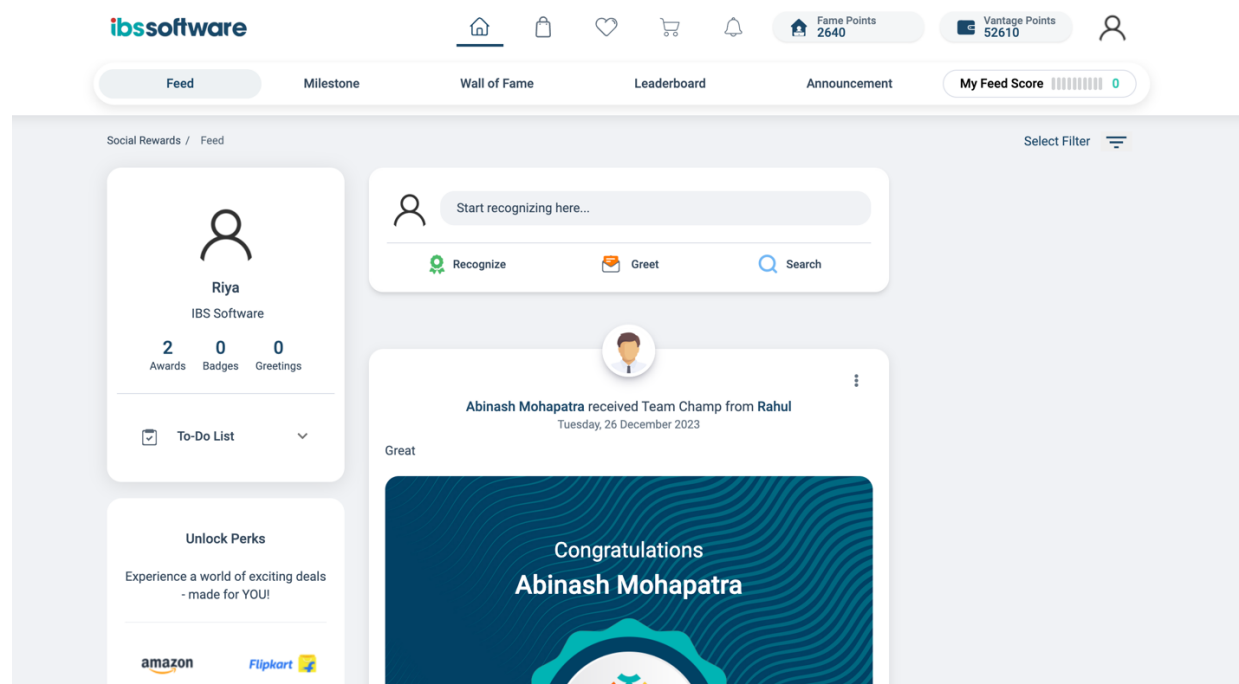
The ability for employees to freely express appreciation for their peers resulted in a more vibrant workplace culture where every individual's efforts were genuinely celebrated. This shift towards a culture of peer-to-peer recognition was seen as crucial for enhancing the overall employee experience, and creating a work culture that has been desired for long, particularly for a global organization like IBS with a distributed workforce.



## Design and Delivery of the Program

### 1. Fostering an Appreciative Culture through Innovative Solutions.

IBS's commitment to nurturing an appreciative workplace culture is exemplified through its innovative social recognition platform developed in collaboration with a trusted vendor. This platform empowers employees to seamlessly celebrate each other's achievements through personalized badges, milestone recognitions, and heartfelt shout-outs. By magnifying the essence of recognition, this social hub fosters a community-driven ethos that propels employee engagement and satisfaction. IBS ensures every team member is treated equally and feels valued and appreciated, enriching the fabric of their work experience.



### 2. Personalizing Milestone Celebrations with AI Technology

IBS's Employee Service Yearbook leverages AI technology to create personalized digital yearbooks, commemorating employees' dedication and tenure with customized templates, messages, and images. This tailored keepsake instills a sense of pride and belonging, reflecting the company's commitment to celebrating individual milestones.

### **3. Keeping Recognition a Managerial Priority.**

At IBS, recognizing employees' contributions is a paramount commitment. The company understands that acknowledging and appreciating employees' efforts is crucial for maintaining a positive and motivated workforce. To ensure that no one's contributions go unnoticed, IBS has implemented a robust system. People managers receive regular email notifications and bell reminders prompting them to acknowledge deserving individuals with recommended nominations.

These reminders are strategically timed, sent every 15 days, to keep recognition at the forefront of managerial priorities. This frequency ensures that recognition is not just a one-time event but a consistent practice embedded within the company culture. By prompting managers to nominate employees for their outstanding work, IBS encourages a culture of appreciation and motivation across teams and departments.

Furthermore, IBS emphasizes personalized recognition, understanding that each employee's contributions are unique and valuable. Managers are encouraged to tailor their acknowledgments with specific examples of how the employee's work has positively impacted the team or the organization as a whole. This personalized approach not only makes employees feel valued but also reinforces desired behaviors and performance standards.

The combination of regular reminders, personalized acknowledgments, and a culture that values recognition has led to a positive and engaged workforce at IBS. Employees feel appreciated for their contributions, leading to higher job satisfaction, increased productivity, and a stronger sense of belonging within the company. This commitment to recognizing employees' efforts has become a cornerstone of IBS's success and reputation as an employer of choice.

### **4. Streamlining Recognition Processes through Automation.**

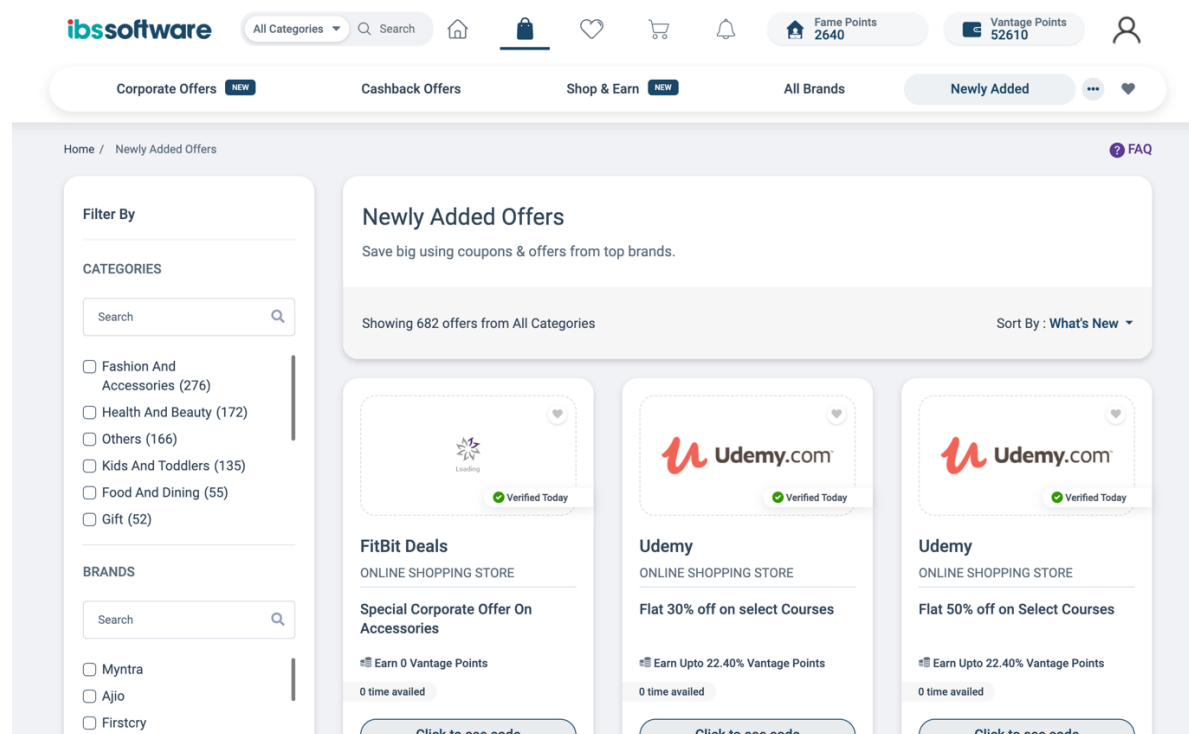
The automation of the Long Service Award program at IBS has not only improved efficiency but also enhanced the overall employee experience. Employees now receive timely recognition for their years of service, contributing to a sense of pride and accomplishment. This recognition plays a vital role in boosting morale and motivating employees to continue their dedication and commitment to the company.

Furthermore, the streamlined process allows IBS to allocate resources more strategically. With reduced administrative burdens, HR teams can focus on implementing initiatives that foster professional growth and development among employees. This proactive approach not only benefits individual employees but also strengthens IBS's talent pipeline, ensuring a skilled and engaged workforce for future growth and success.

## 5. Empowering Employee Well-being with Integrated Solutions.

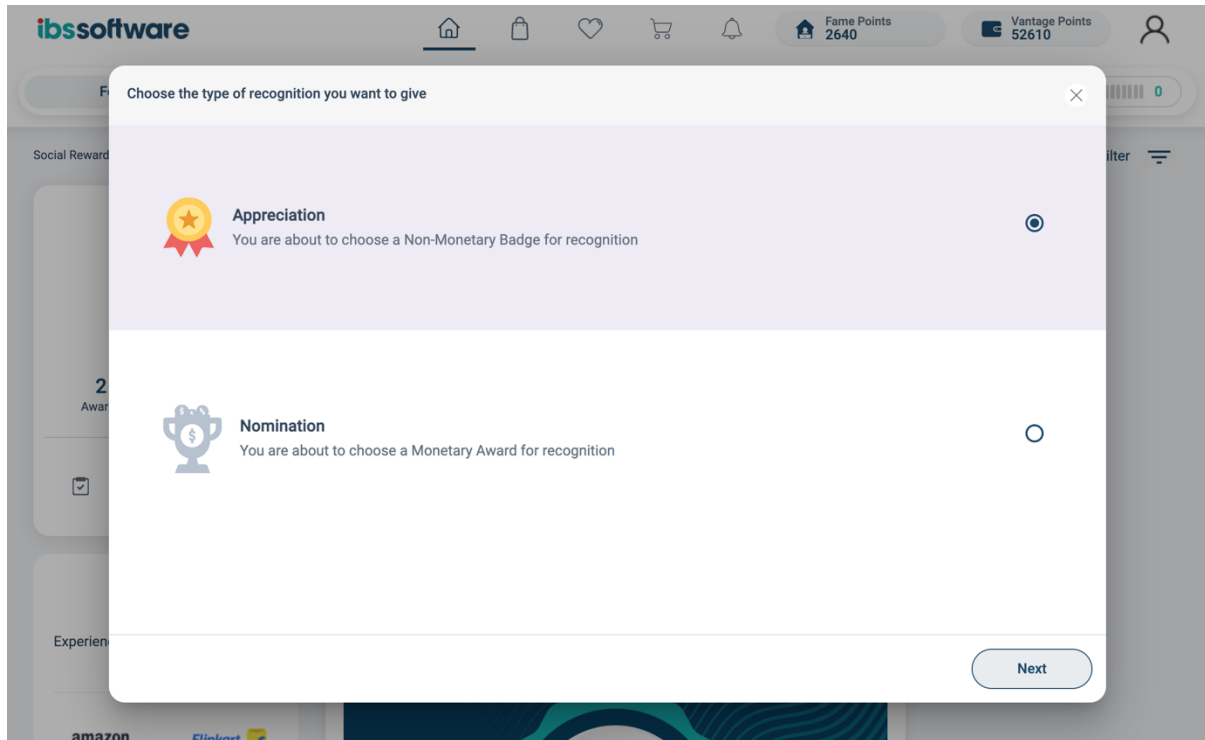
Demonstrating its dedication to employee well-being, IBS offers a dedicated wellness wallet, where employees are awarded points for adopting a healthier lifestyle. These points can be redeemed by employees purchasing from a vast selection of products, services, and experiences. This initiative not only encourages healthy habits but also provides employees with valuable rewards, contributing to their overall well-being and job satisfaction.

Moreover, IBS's wellness program goes beyond just offering rewards; it provides easy access to various wellness programs through a single integrated platform. This comprehensive approach enhances the overall wellness experience by enabling employees to seamlessly manage and access benefits, such as gym memberships, nutrition counseling, mental health resources, and more. By promoting holistic well-being, IBS fosters a positive and supportive work environment where employees can thrive both personally and professionally.



## 6. Enhancing Personalized Recognition with Tailored Rewards.

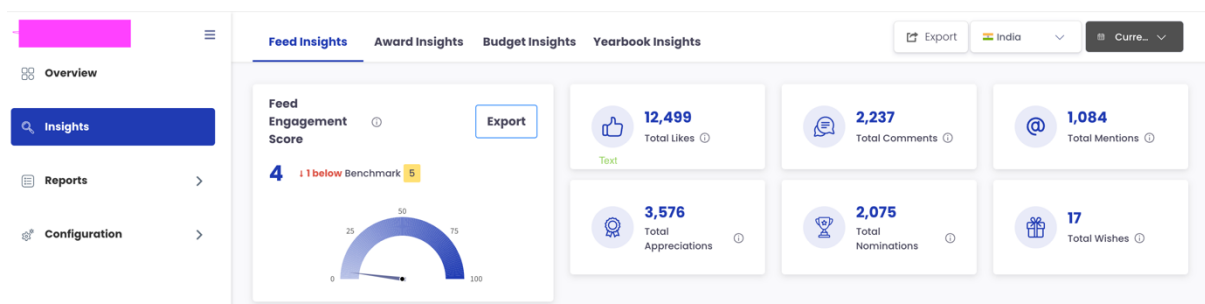
To address the need for personalized recognition, IBS has introduced a platform offering an array of bespoke gifts and experiences for manager nominations. This platform empowers managers to select unique rewards tailored to individual preferences, fostering a culture of appreciation and acknowledgment.



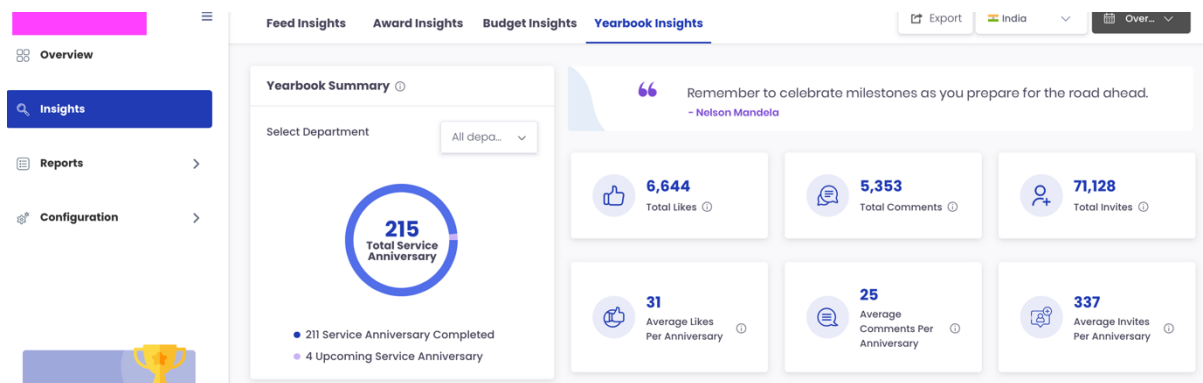
## 7. Driving Engagement with Customized Dashboards.

IBS's tailored dashboard serves as a comprehensive tool for tracking and managing employee engagement and recognition activities. With an enhanced user interface, HR Admins can effortlessly create and publish announcements with various multimedia elements, targeting specific departments as needed. This facilitates effective communication and engagement strategies across the organization.

### Dashboard (showing social feed insights):

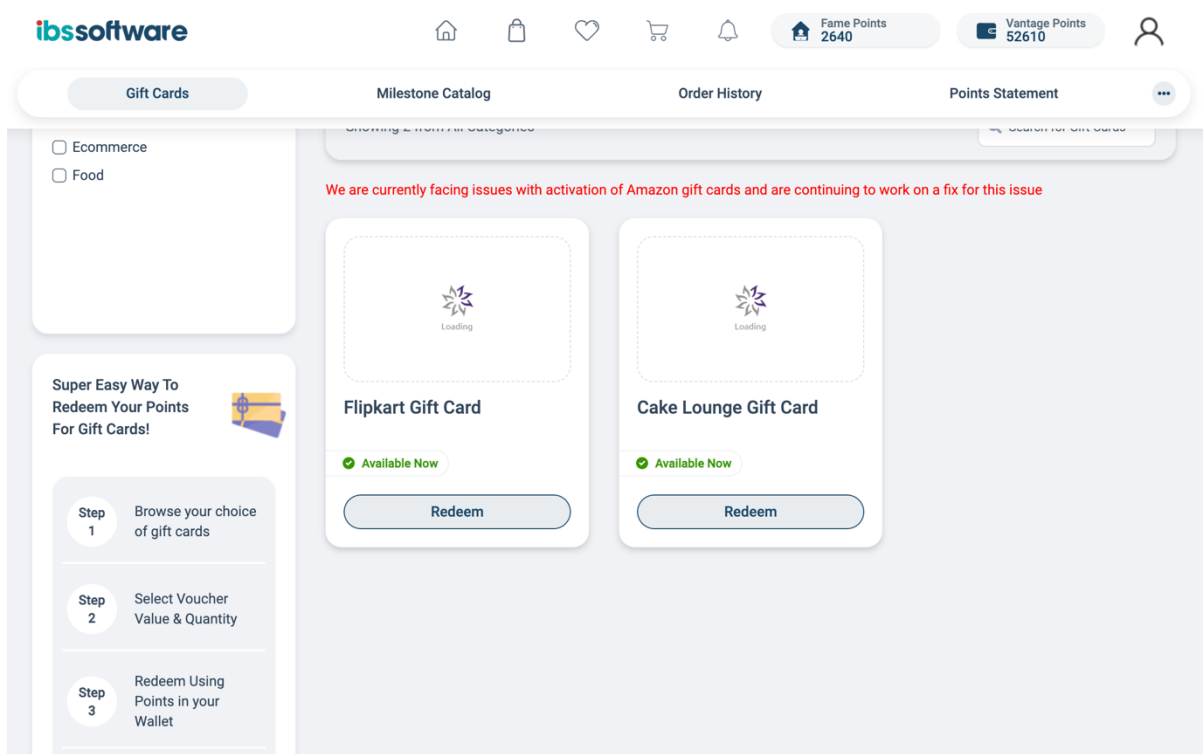


## Dashboard (showing service yearbook insights)



## 8. Seamless Redemption of Digital Rewards.

In partnership with Vantage Circle, IBS offers a user-friendly platform for employees to redeem digital award points effortlessly. Aligned with company objectives, this program provides a diverse range of rewards through a simple and efficient process.



## 9. Aligning Rewards with Performance Management.

IBS has implemented a flexible platform that aligns its reward system with performance management frameworks. By tracking and analyzing performance data, the company designs a fair and equitable reward system that fosters a culture of recognition and motivation.



## **10. Driving Engagement Through Collaborative Campaigns.**

Partnering with Vantage Circle, IBS regularly runs campaigns on its platform to increase employee engagement. In July 2023, the company launched a Friendship Day campaign, leveraging the recognition platform to foster camaraderie and appreciation among team members. The Friendship Day campaign was a resounding success, with employees wholeheartedly participating to recognize their colleagues. A total of 2,745 rewards and recognitions were given during the month-long initiative, showcasing the workforce's enthusiasm for celebrating each other's contributions.

## **Integration**

Implementing an innovative employee recognition program within the extensive structure of IBS posed multifaceted challenges. However, the company navigated these complexities through well-defined strategies and processes, ensuring seamless integration of the recognition program with existing talent management practices.

### **Challenges:**

1. Bringing an employee recognition program into IBS's large organizational structure presented complex challenges in aligning it with existing talent management systems and processes. Despite these difficulties, IBS defined clear strategies and processes to smoothly integrate the recognition program.
2. A major challenge was fitting the recognition initiative with IBS's overall talent management approach. Seeing recognition's importance in talent management, the company carefully adjusted the program to work with processes like performance reviews and employee engagement, effectively recognizing and rewarding top performers.

### **Strategies and Processes:**

- To address these challenges, IBS implemented a series of structured strategies and processes to support integrating the employee recognition program.
- First, IBS conducted a thorough assessment with the vendor to understand specific needs and challenges. Based on this, they co-designed a customized recognition program tailored to IBS's unique requirements.
- Comprehensive training was provided to managers and HR teams, with ongoing support, to ensure proper use and management of the program.



Training covered using the platform, recognition best practices, and monitoring effectiveness.

- IBS offered continued support, consultation, regular feedback, data analysis, and continuous improvements to ensure smooth operation aligned with objectives and increased productivity.
- The company developed customized software solutions to effectively meet organizational needs and deliver measurable results.

### **Integration Initiatives:**

- IBS successfully integrated its Vantage Circle Rewards platform with various tools and platforms, enhancing functionality.
- Integration with MS Teams allows easy platform access via web, app, or MS Teams.
- Ongoing projects include integrating with HR systems, and adding service yearbook features, expanding the program's capabilities.
- Efforts are underway to integrate with service yearbook citation, further improving the employee recognition experience.

### **Measurable Benefits**

Some of the measurable benefits seen by IBS after implementing a recognition platform are:

- Increased employee motivation and involvement: The rewards and recognition program boosted how motivated and involved employees felt, leading to higher productivity and more job satisfaction.
- Better employee retention: The platform helped create a positive and rewarding work environment, making employees more satisfied and less likely to leave the company.
- Fostered peer-to-peer appreciation: Employees were empowered to recognize and appreciate the diligent efforts of their colleagues, transcending hierarchical positions or roles within the company.
- Streamlined administrative processes: Numerous administrative tasks, such as tracking rewards and managing employee profiles, were automated through the platform, effectively reducing the workload on HR staff.





- Enhanced data-driven insights: The platform's data analytics tools enabled IBS to monitor employee performance, analyze reward trends, and make informed, data-driven decisions to refine and optimize their reward and recognition program continually.
- Improved cost-effectiveness: By leveraging digital rewards, the platform reduced the costs typically associated with traditional rewards, such as paper-based certificates or physical gift items.

**Let us look at some of the statistics for a better idea,**

- There was a 198.07% increase in total no. of appreciation from fiscal year 2022-23 to 2023-24

Company	Quarter	FY	No. of Badges	% Increase
IBS Software	1, 2, 3, 4	2023	1816	198.07
IBS Software	1, 2, 3, 4	2024	5413	

- There was a 41.06% increase in the total no. of nominations from fiscal year 2022-23 to 2023-24

Company	Quarter	FY	No. of Awards	% Increase
IBS Software	1, 2, 3, 4	2023	1371	41.06
IBS Software	1, 2, 3, 4	2024	1934	

- There was a 215.91% increase in total no. of peer-to-peer recognitions from fiscal year 2022-23 to 2023-24

Company	Quarter	FY	Total Count	% Increase
IBS Software	1,2,3,4	2023	339	215.93
IBS Software	1,2,3,4	2024	1071	

- A total of **2,745 rewards and recognitions** were given during the **Friendship Day** campaign in July 2023.

## Overall

### Some of the key findings of this report are:

- IBS has implemented a comprehensive employee recognition platform.
- The platform provides numerous features such as rewards and recognition, a service yearbook, a wellness wallet, managerial gifting options, and personalized badges.
- The Rewards and Recognition feature has been instrumental in cultivating a culture of appreciation throughout IBS.
- IBS has automated their long service award process by leveraging Vantage Circle's platform capabilities.
- IBS has seen a **198.07% increase in total no. of appreciation and a 215.91% increase in total no. of peer-to-peer recognitions from the fiscal year 2022-23 to 2023-24**
- The Managerial Gifting feature has broadened the scope of reward nominations at IBS allowing for more personalized recognition.

### Probable Future Outlook:

With the success of the employee recognition program, IBS will likely keep investing in employee engagement efforts. Going forward, they may use Vantage Circle's platform more or look at other options to further improve their talent management approaches. Additionally, as remote work becomes more common, IBS may focus on maintaining employee engagement and recognition in virtual workplace settings.

### Overall:

IBS recognized that having a strong culture of recognition and appreciation is essential for creating a positive employee experience. Using its expertise, the company developed powerful tools like its customized Reward and Recognition platform to achieve this.



The rewards and recognition platform provided a central place for all employees to choose from various badges and awards. With it, the company could promote an appreciative culture within its ranks and boost employee morale and engagement.

The main goal was to empower a large company like IBS to show employees their contributions are truly valued and appreciated. This fosters a loyal, engaged, and motivated workforce aligned with the company's vision and objectives.

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