

Vantage Circle Reinforces Employee Recognition as the Key to a Thriving Work Culture

Reflecting on our Commitment towards Employee Engagement through 'Vantage Recognition'

TEXAS, TX, UNITED STATES, February 21, 2025 /EINPresswire.com/ -- Vantage Circle, the world's leading Behavioral-Science-Powered Global Employee Recognition and Rewards Platform, announces the strategic rebranding of its flagship product, 'Vantage Rewards',

to 'Vantage Recognition'. This shift aligns with the company's mission to create a recognition-first culture, where employee recognition is at the core of building a thriving work culture.



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Vantage Recognition, powered by Vantage Circle, is a behavioral-science-powered employee recognition and rewards platform designed to help organizations unlock the full potential of their workforce. By prioritizing recognition as a key driver of productive employee behavior, the platform empowers companies to create a workplace environment where employees are motivated, engaged, and aligned with organizational goals.

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Partha Neog, CEO and Co-founder of Vantage Circle

The rebranding reflects Vantage Circle's commitment to the concept of “Flipping the R's,” an evolutionary approach

that shifts the focus from material rewards to meaningful recognition. This concept emphasizes that recognition is not just about occasional rewards or annual bonuses; it is about nurturing an ongoing culture of appreciation at all levels of the organization.

Speaking on this, Mr. Partha Neog, CEO and Co-founder of Vantage Circle, said, “At Vantage Circle, we believe that recognition is more than just a tool for rewards—it's a foundation for a thriving culture. With Vantage Recognition, we are not just recognizing achievements, but

cultivating a mindset of appreciation that drives motivation, strengthens employee connections, and ultimately contributes to business success.”

As workplace dynamics evolve, so do employees’ expectations. While many companies have adopted recognition and rewards (R&R) programs, these initiatives often fail to deliver their full potential due to misalignment with organizational goals. Vantage Recognition addresses this gap by aligning recognition programs with the fundamental human needs of ‘Belonging’ and ‘Esteem,’ as outlined in Maslow’s Hierarchy of Needs. By designing R&R programs that align with both individual and organizational aspirations, companies can drive meaningful behavioral changes and create a workforce that is motivated, loyal, and high-performing.

About Vantage Circle: Vantage Circle is the world's leading Behavioral-Science-Powered Global Recognition and Rewards SaaS-Platform, trusted by over 3.2 million users and 700+ clients worldwide. It empowers a thriving work culture by offering a combination of innovative platform features and services, coupled with globally accepted frameworks. These nurture productive behaviors by aligning with your organization's core values and leveraging behavioral science. Vantage Circle empowers HR leaders and team managers to identify, recognize, and reinforce productive behaviors within their teams through targeted employee recognition, personalized employee rewards & incentives, and focusing on holistic employee wellness. Over 12 years, the platform has enabled enterprises like Wipro, Infosys, Blue Star, Bosch, Tata Communications, Tata Motors, Tata Realty, Cognizant Technology Solutions, Well Fargo, ACG to transform their approach to productive employee behaviors through holistic employee engagement. With more than 16 languages and localized rewards in 100+ countries, this makes recognition more meaningful. It allows employees to recognize in the flow-of-work from the existing chat or collaboration tools in the organization like MS Teams or Slack. Visit vantagecircle.com to learn more

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