

83% Adoption, 86% Growth: A Year of Measurable Impact

Vantage Circle Delivers Measurable Results in Employee Recognition & Engagement



CALGARY, ALBERTA, CANADA, August 7, 2026 /EINPresswire.com/ -- Vantage

Circle, a global employee recognition and wellness platform, outlined a year of significant product evolution across its four core offerings - Vantage Recognition, Vantage Perks, Vantage Pulse, and Vantage Fit - reflecting a broader shift in how enterprises approach culture, retention, and workforce wellbeing in an AI-driven era.

Over the past year, Vantage Recognition has moved from a standalone rewards tool toward an AI-assisted recognition engine. The platform introduced a Vantage Circle Agent built into Microsoft 365 Copilot, allowing managers to ask which employees haven't been recognised in 30 days or generate a snapshot of recognition trends without leaving Teams. The company also launched Phyigital Recognition, physical cards embedded with QR codes that extend digital rewards to frontline and deskless workers.

The impact is measurable. Across Vantage Recognition's customer base, the company reports an 83% active-user recognition rate and an 86% increase in reward distribution. Individual client results go further: at Wipro, 57% of associates received recognition through the platform in the last fiscal year, while Tata Motors saw an 82% rise in peer-to-peer recognition after adoption.

Vantage Pulse, the company's feedback and survey tool, has similarly matured its AI capabilities - automatically tagging comments by theme, classifying sentiment as positive, neutral, or negative in real time, and forecasting engagement risk before it surfaces in exit interviews. The organizations running incentivized, anonymous pulse surveys are seeing response rates of 60-80%, and the company's own pulse-survey guide states that a well-run program now catches disengagement roughly 90 days earlier than it would otherwise surface at exit.

Meanwhile, Vantage Fit has leaned into gamification with Wellness Leagues that reward 21-day consistency streaks, connecting physical activity to redeemable points in a catalogue of more than 10 million items. The strategy tracks with research the company itself points to: 72% of people say gamification pushes them to work harder, alongside newer additions like an AI-

powered squat tracker built on pose analysis.

Vantage Perks had the least publicised roadmap of the four this year, but its footprint kept expanding in the background. The platform now runs a catalogue of 1,000-plus global brands across 12-plus countries, spanning online and offline categories from electronics to travel. More than 1,000 exclusive deals refreshed and verified on a rolling basis rather than left to go stale. That expansion tracks with what's actually driving demand: 60% of job seekers say benefits and perks are a major factor in choosing where to work, which is pushing more HR teams to treat a discount platform as core infrastructure rather than a nice-to-have.

About Vantage Circle: Vantage Circle is the world's leading Behavioural-Science-Powered Global Employee 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 behaviours by aligning with your organization's core values and leveraging behavioural science. Vantage Circle empowers HR leaders and team managers to identify, recognize, and reinforce productive behaviours 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 behaviours through holistic employee engagement. With more than 16 languages and localized rewards in 100+ countries, recognition is more meaningful. It allows employees to recognize 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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