

Brenntag

Improves organisational transparency with Xoxoday

Key Results

System Stats

92%

in 1 month of implementation

Adoption rate

100%

First response SLA%

40%

of the total rewards

Spot awards

About

The Global Market Leader in Chemical Distribution.

Revenue 13.09 Billion USD

Number of Employees 130+

Location(s) 3 (in India)

Industry Chemicals Distribution, Marketing & Logistics, Life Science

Product Used Xoxoday for Employees

Brenntag is a global market leader in chemical distribution and is a German based company. They manage complex supply chains for chemical manufacturers and consumers by simplifying market access to thousands of products and services. Brenntag operates at more than 530 locations in 74 countries, globally.

Brenntag's Indian subsidiary, Brenntag Ingredients (India) Private Limited was founded in 2005 and is one of the leading manufacturers, trader and importer of chemicals and allied products.



Challenge

Prior to Xoxoday, Brenntag had a blanket employee engagement and rewarding mechanism that included issuing of bank cards of different denominations. These were issued to employees during their birthdays and also when a need for rewarding arised. Brenntag also conducted quite a few engagement activities, intermittently, like 'kids day at work', team building activities, birthday celebrations and CSR activities. All the rewards had to be manually procured, tracked and distributed.

The evaluation process

Brenntag evaluated two more engagement solution providers and here is why they chose Xoxoday-

1. User friendly platform

The intuitive and interesting design of the Xoxoday platform made it much more user friendly and usable than the others who were evaluated. After implementation, this usability also lead to great adaption rates.

2. Value for money

Xoxoday for Employees came at a great workable cost, considering the benefits that the platform provided. Xoxoday brought about advantages like increased engagement and the reduced overheads of engagement programs. These perceived benefits were much higher than the costs quoted.



"Both the HR team and employees – benefited hugely since implementing Xoxoday. This platform had every reward and recognition on it and it helped in complete transparency in the process. The fact that the platform is interactive and interesting leads people to visit and use it often – this drives adoption rates. When one gets recognised even for the smallest of their achievements, everyone gets to know– which is the best way to recognise people."

Nidhi Verma, HR Manager – HR Information Centre : Asia Pacific, Brenntag

Solution

Increased transparency in rewarding

Both the HR and the employees of Brenntag benefited greatly in terms of the transparency of the rewarding process. The rewarding criteria are well laid out and communicated to the employees. When rewarding is carried out, all employees are made aware of why and how the winners were awarded. This has allowed the HR to introduce clearly defined engagement programs and employees to evaluate these and perform accordingly.

Reduced turnaround time for rewarding

Xoxoday drastically reduced the amount of time required to track and disseminate rewards through its rewards automation feature. This process automatically identified an event for rewarding - for example, a birthday or a work anniversary and rewarded the respective employee with predesignated number of points.

One platform for all engagement needs

The engagement and the rewards platform presented an end to end solution to the employees and the HR. The feeds and announcements feature helped quick communication and engagement. The rewards automation and the nomination workflows reduced the HR over heads. The extensive rewards catalogue opened the employees to an extensive range of options where they could redeem their reward points. Resultantly, Xoxoday worked out for all the organisation's employee engagement needs.

Social appreciation

The feeds and announcement feature gave way to social appreciation and made the events interactive and interesting for the employees to use. Special events like birthdays and rewarding became great avenues for the employees to mutually appreciate each other and engage in positive conversations.

For Brenntag, Xoxoday's robust and intuitive platform along with its collaboration and motivation modules worked out to their advantage. They have seen visibly better perception of organisational transparency amongst employees and overall improved levels of employee engagement.

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