



Rewards & Recognition Program

Program Objectives

The aim of the **Rewards & Recognition** Program is to create a work culture which recognizes exemplary performances from the employees which acts as motivation to perform better. This program creates an environment of increased engagement within the team and thereby enhances the productivity of the team. This program supersedes all the previous programs and will act as the single system applicable from now on. This program also acts as a qualifier for the Yearly Awards program. This will bring a better transparency for the qualifying process.

In addition to this, the program also will act as a qualifier and assist the compensation team during the annual appraisal cycle.

Improved company culture

When employees feel appreciated, they are more likely to be motivated and strive for excellence. This can lead to a positive company culture that benefits the entire organization

Behavioural Focus

Recognizing commendable behaviours is essential for fostering a value-driven recognition culture.



Inclusivity

Ensuring fairness in recognition uplifts all employees equally.

Adaptability

As the organization grows and changes, so do the needs and preferences of its employees. Feedback from team help evolve the recognition initiatives.

Better customer experiences

Recognition programs can help improve customer experiences

Recognition program & Awards

Monthly Recognition- Badges

Recognition badges are awarded based on nominations from the respective teams. The nominations can be done by the employee as well as managers. The qualifying criteria details the process for the same.

Employees can earn points through the badges and the same is also measured for their promotions.

Earning badges also provides opportunity to qualify for the quarterly awards which qualifies for higher points.



Quarterly Recognition- Badges

Quarterly awards are derived based on the badges accumulated by the executives. Outstanding performances from the employees are appreciated when they secure multiple badges based on the criteria defines. This award recognizes exceptional contributions exceeding the regular objectives.

Employees can earn points through the Quarterly awards and the same is also measured for their promotions.



Yearly Recognition- Annual Awards

Annual awards are designed to appreciate exceptional performances of individuals and teams. Badges are primarily for the individual performances, while annual awards also covers outstanding performance from teams.

The program is based on nominations from employees who have qualified for badges during their yearly tenure.



Badges- Overview



Badges	Monthly/ Quarterly	Badge Voucher	Points	Applicability	Nominated by	Nomination method	Approval and Finalization
Great Job	Monthly	1000	50	Executives & Leaders	Reporting Manager	An individual who qualifies for the criteria must be nominated using the nomination form within 5 th of the next month	HR Department shall consolidate the nominations and finalize the awardee. Announcement within 10 th of the month
Ace of Sales	Monthly	1000	100	Sales Team- Executives and Leaders			
Customer Advocate	Monthly	1000	100	Executives and Leaders			
Out of Box Thinker	Monthly	1000	50	Executives and Leaders			

Badges	Monthly/ Quarterly	Badge Voucher	Points	Coverage	Nominated by	Nomination method	Approval and Finalization
Rising Star	Quarterly	1000	50	Freshers & Executive with two years of experience	Reporting Manager	An individual who qualifies for the criteria must be nominated using the nomination form within 5th of the fourth month	HR Department shall consolidate the nominations and finalize the awardee. Announcement within 10th of the month
Perfect Mentor	Half Yearly	2000	100	Senior Executive & Leaders	Peers groups	An individual who qualifies for the criteria must be nominated using the nomination form within 5th of the Seventh month	HR Department shall consolidate the nominations and finalize the awardee. Announcement within 10th of the month
Guiding Star	Half Yearly	2000	100	Leaders Exclusively	Reporting Manager	An individual who qualifies for the criteria must be nominated using the nomination form within 5th of the Seventh month	HR Department shall consolidate the nominations and finalize the awardee. Announcement within 10th of the month
Rockstar	Half Yearly	5000	100	All Grade Levels	Auto Eligibility	An individual who qualifies for the criteria must be nominated using the nomination form within 5th of the Seventh month	HR Department shall consolidate the nominations and finalize the awardee. Announcement within 10th of the month

Qualifying badges & recognitions



Badges	Monthly/ Quarterly	Badge Voucher	Points	Description	Real time Sample
Great Job	Monthly	1000	50	Awarded for consistently delivering high-quality work andAfter successfully completing a challenging exceeding expectations in daily tasks. This award also includesproject with high quality. performance from team members who have made exceptional contributions beyond regular job responsibilities.	
Ace of Sales	Monthly	1000	50	Given to individuals who achieve and exceed sales targets andWhen an employee closes a particularly difficult demonstrate exceptional selling skills. To qualify for this badge,or high-value deal the executive will be evaluated for what they have achieved beyond the normal sales and HOW they have achieved the sales figures. Mere achievement of sales targets doesn't qualify for this badge. Executive must also qualify on the demo and opportunity progress.	
Customer Advocate	Monthly	1000	50	Awarded to employees who receive excellent feedback fromFor going above and beyond to resolve a customers for their service and support.	
Out of Box Thinker	Monthly	1000	50	Recognizes individuals who approach challenges with uniqueFor implementing a creative strategy that leads perspectives and unconventional solution to successful outcomes.	

Rising Star	Quarterly	1000	50	Awarded for meeting the performance expectations, Focus on Learning, Discipline, Reporting Manager feedback, Process adherence, Learnings vs actions, Actions & results analysis, Consistency of progress made. (Applicable for the first 12 months after probation. Two half yearly awards possible in this cycle for a new joiner- Applicable Only for Fresher's or for executives with experienced while joining less than 2 Years.)	
Perfect Mentor	Half yearly	2000	100	This badge recognizes the efforts of our team members who make a significant impact on your learning and developing professional skills. This award nomination is based on Peer nominations and the same has to be submitted on a half yearly basis. The nominations must elaborate the improvements and the value of learnings which impacted your growth and helped improve your performance. You can nominate your Manager or your same level roles only. You can have only one nomination per half year cycle. You must elaborate the coaching / Area of coaching/ Mentorship efforts in detail to assist the committee evaluate the contributions of the manager.	
Guiding Star	Half yearly	2000	100	This award is reserved for the leadership designations exclusively. It recognizes those who effectively lead teams, inspire others, and drive successful project outcomes. The award identifies performances from the leadership community who has exceeded the performance expectations defined for their respective role. This also considers the feedback from the respective team. The Guiding star award also recognizes the leader who has maximum performers within their teams	When an employee demonstrates exceptional leadership during a crisis.
Rockstar	Half Yearly	5000	150	Awarded to employees who consistently perform at a high level, showing dedication and excellence in their roles.	When an employee shows exceptional dedication and effort in their role.

1. Great Job

- **To establish qualifications for individual performance you have to consider following criteria**



Achievement of Goals: This criterion emphasizes recognizing individuals who consistently meet or surpass set performance targets in their daily responsibilities, showcasing reliability and commitment to their role.



Quality of Work: Focuses on employees who maintain a high standard in their work, delivering accurate, thorough, and well-executed results that reflect a strong attention to detail.



Team Collaboration: Although awarded for individual efforts, this also considers those who actively support team objectives, demonstrating a collaborative spirit and willingness to help others succeed.

2. Ace of Sales

- **To establish qualifications for individual performance you have to consider following criteria**



Achievement of Goals: This recognizes employees who not only meet but consistently exceed their sales targets, demonstrating exceptional drive and dedication to achieving outstanding results.



Quality of Work: Focuses on individuals who maintain consistent efforts in sales, ensuring a high level of professionalism and persistence that leads to sustained success.



Problem-Solving: Highlights employees who effectively tackle obstacles, such as complex client objections or challenging negotiations, to close high-value deals.



Customer Feedback: Takes into account the positive feedback from customers, recognizing how strong client relationships and satisfaction contribute to achieving or surpassing sales goals.

3. Customer Advocate

- **To establish qualifications for individual performance you have to consider following criteria**



Customer Feedback: This is central to the badge, focusing on employees who consistently receive positive feedback for their exceptional service, demonstrating their commitment to customer satisfaction.



Problem-Solving: Recognizes individuals who actively resolve customer issues, ensuring a seamless experience by addressing concerns with efficiency and expertise.



Customer Retention: Highlights the role of excellent service in retaining clients, acknowledging employees whose responsiveness and reliability encourage customers to stay loyal.

4. Out of the Box Thinker

- **To establish qualifications for individual performance you have to consider following criteria**



Innovation and Creativity: Essential for this badge, as it celebrates employees who bring unique, creative perspectives to problem-solving, often discovering novel solutions.



Creative Solutions: Specifically acknowledges those who develop innovative approaches to overcome challenges, driving positive outcomes through original thinking.



Process Improvement: Rewards individuals whose unconventional approaches not only solve problems but also lead to improvements in processes, enhancing overall efficiency and effectiveness.

5. Rising Star

- **To establish qualifications for individual performance you have to consider following criteria**

Achievement of Goals: Recognizes new employees who consistently meet or exceed performance expectations, demonstrating their ability to quickly adapt and contribute effectively within their role.

Skill Development: Highlights the individual's proactive approach to learning new skills and enhancing their capabilities, showing commitment to personal and professional growth during their early period in the company.

Professional Development: Emphasizes steady and consistent growth, where the employee demonstrates progress and potential for advancement within the organization's framework.

Adherence to Company Values: Focuses on individuals who align with the company's culture and core values, showcasing integrity, discipline, and a strong commitment to organizational principles as a new joiner.

6. Perfect Mentor

- **To establish qualifications for individual performance you have to consider following criteria**



Mentorship: This is the foundation of the badge, recognizing individuals who actively mentor and guide their colleagues, sharing knowledge and fostering a supportive learning environment.



Skill Development: Acknowledges mentors who help colleagues acquire new skills, encouraging continuous improvement and contributing to the team's overall expertise.



Professional Development: Celebrates mentors who play a key role in their peers' career growth, offering valuable insights, feedback, and encouragement that aid in their professional advancement.

7. Guiding Star :

- **To establish qualifications for individual performance you have to consider following criteria**

Leadership and Initiative: This badge honors leaders who demonstrate strong initiative and resilience, particularly in challenging situations, where their actions set a positive example for others.

Team Collaboration: Recognizes individuals who inspire and guide their team toward success, fostering collaboration and unity to achieve common goals and drive project outcomes.

Professional Development: Recognize leaders who invest in their own learning to enhance their leadership abilities and effectiveness.

Mentorship: Award leaders who actively mentor their team members, contributing to their professional growth and skill development.

Problem-Solving: Award leaders who effectively address and resolve critical challenges that impact the team or organization

6. Rockstar

- To establish qualifications for individual performance you have to consider following criteria**



Achievement of Goals: Recognizes individuals who consistently achieve or exceed their performance targets, demonstrating exceptional dedication and reliability in their role.



Quality of Work: Highlights employees who maintain high standards and produce consistently excellent results, ensuring that their output reflects professionalism and skill.



Adherence to Company Values: Acknowledges those who embody the company's values and culture in their work, showcasing commitment to upholding organizational principles and ethics.

Eligibilities and Methodologies for Nomination

- **Consecutive three awards** shall be considered for the Rockstar Award.
- In a calendar year, earning **one Rockstar Award** qualifies the employee for the **Annual Awards nomination**.
- Earning **two Rockstar Awards** in consecutive years makes the employee eligible for nomination of **FastTrack promotion** at the end of the second year in the same position.
- **An employee must earn minimum of 800 points** in three consecutive calendar year to be eligible for nomination for promotion during the **3-year period**.
- The number of Awards allocated each quarter is capped at **10% of the total Conceptia Ckonnect team strength** (a total of **7 awards** per month) Rockstar Awards are not counted in the no of Awards allocated.

Nomination Process



- The nomination period for each award is the **first 10 days of each quarter**.
- Employees are nominated by their **respective Department Manager**. Nomination forms will be available via **Microsoft Forms** (a sample form is linked for reference).
- Once nominations are submitted, the **HR Representative** will send the nomination list to the respective Functional head for verification and confirmation within **3 working days**.
- **Nominations cannot be changed** once submitted.
- After verification, the **Nomination Committee**, formed by the **HR**, will review and finalize the nominations within **6 working days** from the date of nomination closure.
- Once the process is complete, the **employee's manager and team** will be notified through a **presentation format** detailing the nomination and the award winner.
- Points accumulated through the awards will be shared **quarterly**, and the award process will be completed by the **20th of the month following the end of the quarter**.

Thank You

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