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# How can an **employee-appreciation solution** drive cultural transformation?

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## SAP Partner Semos Cloud helped JTI **increase engagement of its employees** in more than 110 countries

Japan Tobacco International (JTI) has over 45,000 employees in more than 400 offices globally. For such globally dispersed enterprises, it can be extremely hard to drive, communicate and implement cultural-transformation efforts. One of JTI's main goals was to drive cultural transformation through the change of employee behavior. Based on its employee-engagement survey, JTI concluded that implementing an employee-recognition-and-rewards program could help it drive employee motivation to support and engage in the transformation process. It turned to SAP partner Semos Cloud for help.



# Discovering the right solution on SAP App Center helped JTI embed new employee behaviors across the company, globally

## Challenges

- Based on findings from an internal employee-engagement survey, JTI wanted to find a way to drive cultural transformation through the change of employee behavior
- To achieve this, it needed to implement a modern, user-friendly solution to enable its globally diverse employees to participate easily in a non-monetary, rewards-and-recognition program
- The solution should integrate with SAP SuccessFactors solutions already in use at JTI, and be adjusted to meet JTI's specific needs and goals

## Solution: JobPts from Semos Cloud

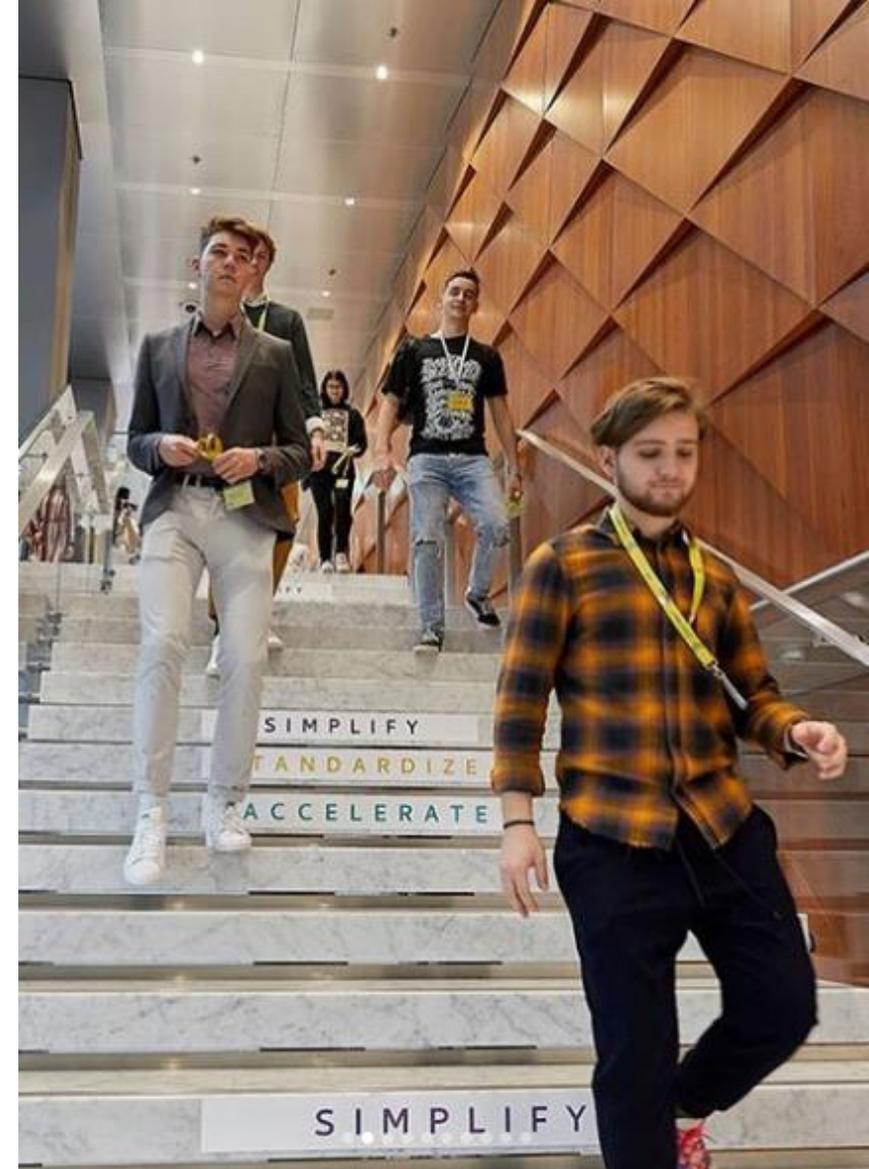
- Inspires achievements with automatic and peer-to-peer recognition and rewards
- Extends core HR modules, with single sign-on to SAP SuccessFactors solutions
- Provides flexible adoption and implementation, cost-effectively
- [Available on SAP App Center](#)

## Outcomes

- Implemented the entire recognition-and-rewards program – called “Inspire Awards,” JTI's global employee-recognition program – in just two months
- Encouraged 30% of JTI's employees to nominate a colleague in the first nomination period
- Made the recognition program fun and more engaging for employees

“...As we wanted to give employees more appreciation for their work, implementing our Rewards and Recognition program with JobPts was the perfect solution. The fact that JobPts is fully integrated with SuccessFactors® solutions, makes everything much easier...”

Andrew Bean, Manager of People and Culture Communications, Japan Tobacco International



[Japan Tobacco International](#)  
Geneva, Switzerland

**Industry**  
Tobacco product manufacturing

**Employees**  
45 000

**Featured Solutions and Services**  
JobPts by Semos Cloud  
SAP SuccessFactors solutions  
SAP Cloud Platform  
SAP HANA

**THE BEST RUN** The SAP logo, featuring the letters 'SAP' in white on a blue background.