

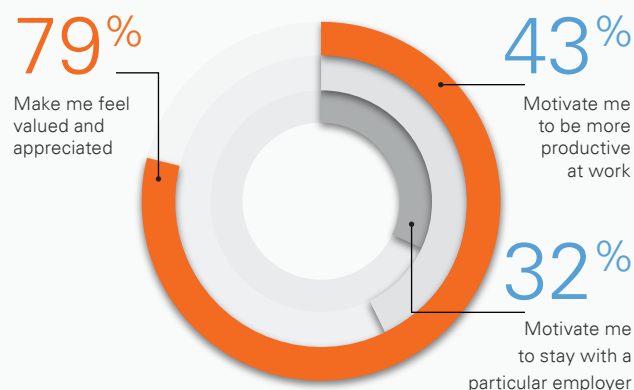
Gift Card Gauge

Employers and Employees are Seeing Eye to Eye on Incentives

Employees want to feel that they are valued, and their employers are listening. According to the Q4 2022 Gift Card Gauge from Fiserv, **59%** of employees note that their companies are rewarding them for good performance, up from **50%** in 2021. Even more impressive, of those who work for companies that give rewards, **91%** have received one, compared to **63%** in 2021.

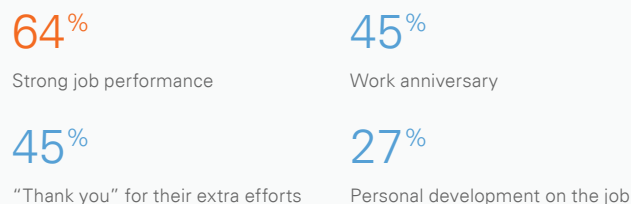
Incentives Drive Employee Morale

Incentives and rewards are a good way for employers to encourage greater productivity and tenure among their employees. Respondents' positive attitudes towards rewards and incentives reflect this:



Why Employees are Being Rewarded

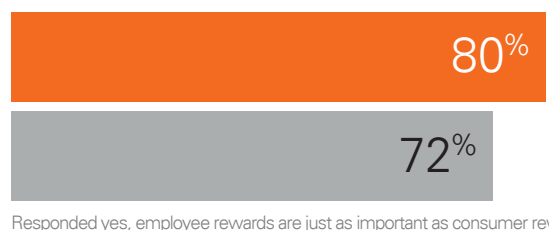
U.S. employees say they've received incentives and rewards from their employer for a variety of reasons:



B2B Organizations are Edging out B2C on Rewards

While more companies are adopting employee rewards, business-to-business (B2B) organizations are strongly outperforming business-to-consumer (B2C) organizations.

B2B Versus B2C

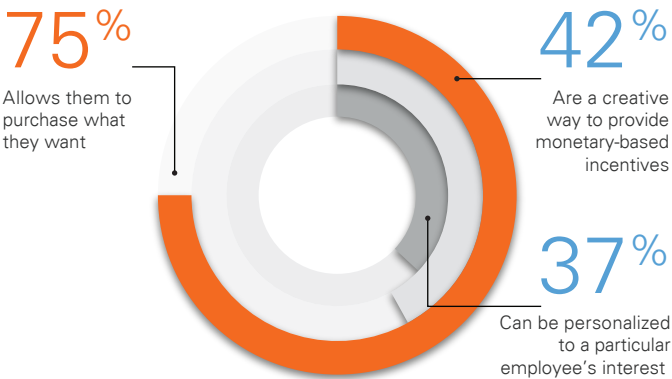


Why the differing viewpoints? One potential reason could be B2C organizations continued prioritization of customer retention.



Gift Cards Remain a Popular Reward

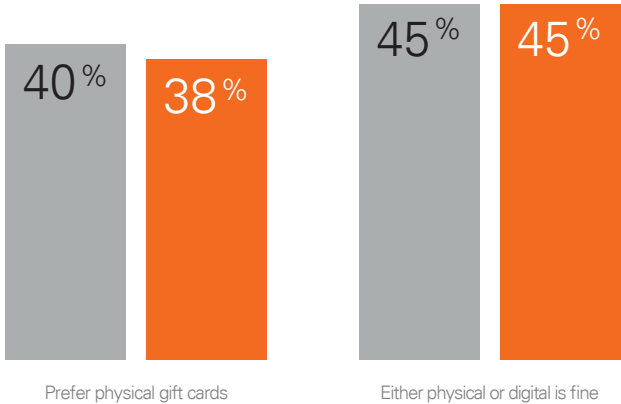
Nine in ten respondents say gift cards make an appropriate employee incentive or reward. Why do they like gift cards?



Gift Card Reward Trends Remain Consistent to 2021

Employees know what they want, with little variance in their preferred card types or values compared to 2021.

2021 Versus 2022



Preferred Gift Card Value	2021	2022
\$20 – \$30	24%	21%
\$40 – \$50	19%	19%
More than \$50	34%	38%

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Data cited in this publication is the result of the Q4 2022 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a quarterly poll of over 1,000 U.S. consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.066%.