# 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'

#### Why Employees are Being Rewarded

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

64%

 $45^{\circ}$ 



Strong job performance

**W**ork anniversary

27%

"Thank you" for their extra efforts

Personal development on the job

## B2B Organizations are Edging out B2C on Rewards

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



Responded yes, my company rewards employees for good performance



Responded yes, employee rewards are just as important as consumer rewards

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



Prefer physical gift cards

Either physical or digital is fine

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

#### **Connect With Us**

Are you gift card ready? We can help get you there.

- GiftSolutions@Fiserv.com
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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%.

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