

Gift Card Gauge

Want to Attract and Retain Employees?
Start Treating Them Like Your Customers

The workplace is changing, and so are employee expectations. According to the August 2021 Gift Card Gauge from Fiserv, **76%** of respondents believe that employee incentives/rewards are just as important as customer incentives/rewards — with **50%** noting that their companies reward employees for good performance.

The Key to Retention? Regular Rewards

It's no secret that employees like to be recognized for quality work, but companies that reward their employees have the inside track on retaining and motivating their workforce.



Employee incentives and rewards:

- 78%** Make me feel valued and appreciated
- 46%** Motivate me to be more productive
- 41%** Motivate me to stay with a particular employer

How often should employees be rewarded?

- 32%** Quarterly
- 23%** Monthly
- 22%** Only when deemed appropriate by merit

Gift Cards: The Preferred Employee Reward

Not only do **88%** feel that gift cards make an appropriate business gift/reward, but gift cards seem to be the reward most desired by employees:

- 70%** Prefer gift cards over other rewards of equal value
- 63%** Have received a gift card as an incentive/reward

Employee Gift Card Preferences

Want to reward your employees with gift cards?
Give them what they want:



Value:

- 34%** More than \$50
- 24%** \$20-\$30
- 19%** \$40-\$50

Type:

- 48%** Prepaid card
- 20%** Online-only merchants
- 7%** Coffee shops

Gift Cards for Employee Health

Employees don't just want to be rewarded for their work performance, but also their health and lifestyle choices. If offered a gift card incentive, employees would:

- 75%** Make healthy lifestyle changes (quit smoking, get an annual physical, etc.)
- 65%** Get the Covid vaccine

Gift Solutions
from **fiserv.**

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Data cited in this publication is the result of the August 2021 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a bi-monthly 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 +/- 3.064%.

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