

Gift Card Gauge

Q4 2024

Rewards and incentives programs:

Combat inflation and strengthen employee engagement

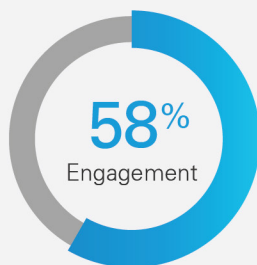
In today's work landscape of traditional, remote, and multi-location offices, employers continue to seek ways to ensure their employees stay engaged, productive and are recognized for their accomplishments. One way to accomplish this is through regular employee rewards. According to the Q4 2024 Gift Card Gauge from Fiserv, **86%** of consumers think gift cards make an appropriate employee reward/incentive, with **74%** viewing gift cards as more valuable than other forms of incentives. The impact of employee reward programs goes beyond the gift itself, as their frequency and delivery have the power to increase employee engagement and retention.



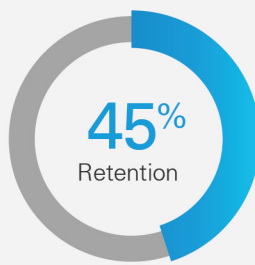
Other ways that rewards and incentives may impact your employees:



Would recommend their employer



Would be more productive



Would be motivated to stay with their employer

Support employee engagement with rewards and incentives

As the modern workplace continues to evolve with more remote workers and satellite offices, employers can leverage reward programs to build a more connected and engaged workforce. In fact, **89%** of consumers note that receiving employee rewards/incentives helps to make them feel valued and appreciated.

Incentives shift with inflation

Employee rewards are not immune to the effects of inflation, as employees increasingly look at rewards as an expansion of their salary/compensation. As a result, employers must consider practical changes to meet employees' shifting financial demands.

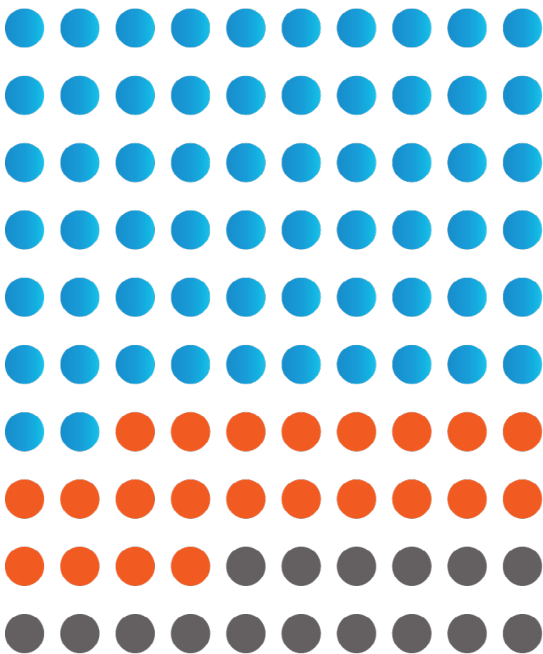


Of employers are giving more rewards compared to last year



Of employees want at least \$100 for a reward or incentive

My employer has increased the value of rewards to adjust to today's inflated economic environment.



62%
Agree

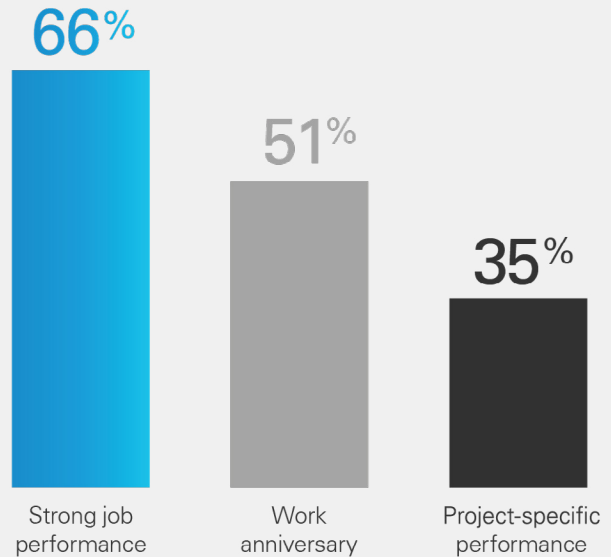
22%
Neither agree or disagree

16%
Disagree

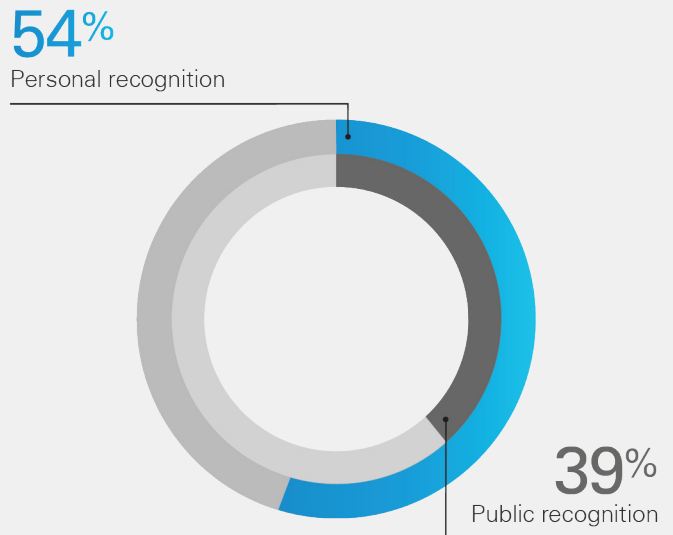
Reward frequency and delivery

When it comes to reward frequency, 54% of consumers prefer to have both annual and performance-based options available. Additionally, when presenting these rewards, employees are satisfied with simple recognition tactics.

Top reasons to reward employees:



How employees want to be acknowledged:

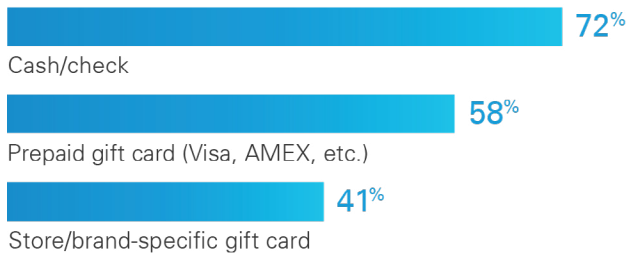




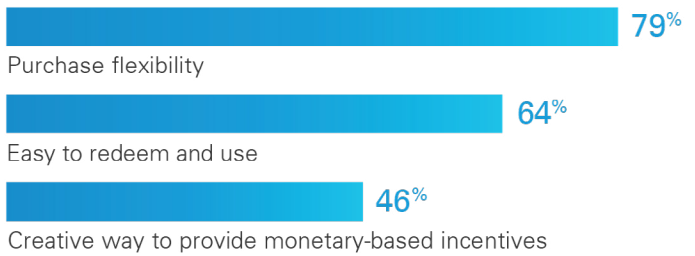
Gift cards gain popularity amongst other incentives

As employers look to strengthen their employee rewards and incentives programs, they should look to the value of gift cards, which are among the top three most appealing rewards.

Top preferred rewards:



Why employees prefer gift cards?



Preferred industries for store/brand-specific gift cards:



Connect With Us

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

1-866-965-8330

GiftSolutions@Fiserv.com

Carat.fiserv.com

Data cited in this publication is the result of the Q4 2024 Gift Card Gauge conducted by Fiserv in August 2024. 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%.

©2024 Fiserv, Inc. or its affiliates. Fiserv is a registered trademark. All trademarks referenced above are the property of their respective owners.