

# Invest in Employee Loyalty

Things you need to understand about the Great Resignation



For employers, the Great Resignation is continuing—and things are looking pretty scary. More than four million American workers quit their jobs in April 2022<sup>1</sup> and record-high inflation is still giving everyone a haircut. Some sectors are feeling more pinched than others: in IT, only 29% of workers plan to stay at their current jobs<sup>2</sup>.

If you foster a wonderful work environment, though, this moment could be your opportunity to attract high-caliber job-seekers and turn your workforce into a dream team. As part of our Employee Appreciation Study, Blackhawk Network asked employees what they wanted, what they needed, and what it would take to win their loyalty.

**The bottom line: invest in your employees and they'll reward you.**

## Recognition and gratitude are critical



It is important to receive recognition



Receiving rewards improves their productivity & loyalty



Want to recognize others



Want to be recognized quarterly or monthly



Want a large reward for project achievement or completion



## Top requested rewards:

Gift Cards / Mastercard® or Visa® prepaid cards

90%

Bonus

72%

Additional Vacation Days

65%

Employer Provided Meals

40%

## Offering recognition when someone quits is way too late

If you only received recognition after giving notice, would you:



Stay instead



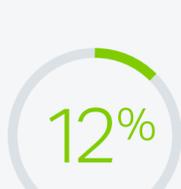
Consider staying



Leave anyway



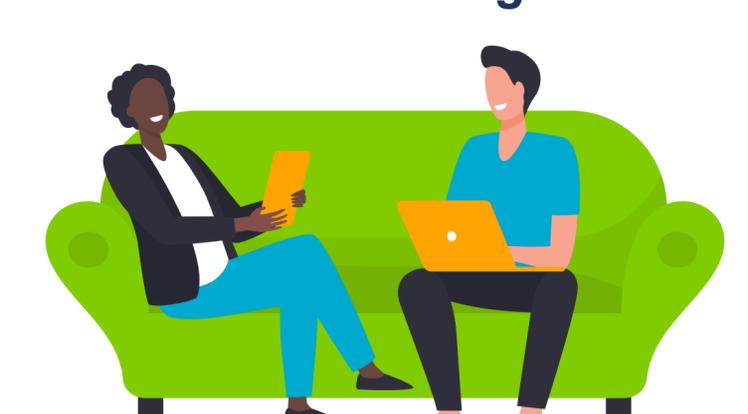
Ask for a promotion



Ask for a job change



**35%** Would change jobs if the new employer offered better rewards and recognition



## Talk to Blackhawk Network.

We can help you with your employee appreciation efforts.

**866.353.4877**

**BlackhawkNetwork.com/on-demand**

All data comes from the Blackhawk Network EQ 2022 Employee Appreciation Study, conducted in February and March 2022, surveying 2,608 U.S. consumers age 18 and older.

1. Louis, Serah. "You do not want to settle anymore: Record inflation keeps the Great Resignation rolling." Yahoo! Finance, <https://finance.yahoo.com/news/not-settle-anymore-record-inflation-150000267.html>

2. Burton, Joe. "How to Survive the Great Resignation and Build a Better Culture for your Employees." Forbes, <https://www.forbes.com/sites/forbestechcouncil/2022/06/13/how-to-survive-the-great-resignation-and-build-a-better-culture-for-your-employees/?sh=7765b5a06188>

