

# Missed Connections: Does Your Company Have a Recognition Gap?

Here's a sneak peek from *Mind the Recognition Gap: 2022 Employee Incentives Report* by NAPCO Research. NAPCO Research, a premier provider of data-driven insights and industry trends, crunched the numbers and analyzed what makes recognition and rewards programs successful.

To read through the benchmarks and see how your company measures up, [download the full report.](#)

## Dial up the public recognition Top Requested Recognition

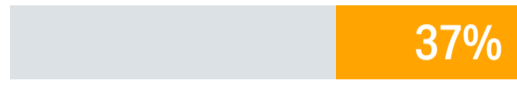


### During Company Events With Others

Employees Want to Receive<sup>1</sup>



Employers Offer<sup>2</sup>



### Posted on Intranet/Recognition Platform

Employees Want to Receive<sup>1</sup>



Employers Offer<sup>2</sup>



**Don't put private gratitude from the boss on hold**  
Top Requested Recognition

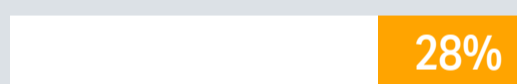


### During a Review

Employees Want to Receive<sup>1</sup>

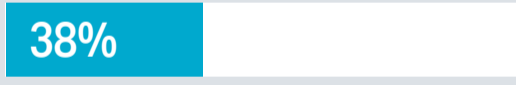


Employers Offer<sup>2</sup>



### Personalized Card/Email

Employees Want to Receive<sup>1</sup>



Employers Offer<sup>2</sup>



### Don't miss out on these other recognition opportunities:

Wall of recognition (physical or virtual)

"Drop by" to someone's workspace



Informal phone call

Company-wide email

In the full report, you can also see how your program performs on:

- ✓ Variety of rewards
- ✓ Budget
- ✓ Building awareness
- ✓ Reporting

## Talk to BHN

We can help you with your employee appreciation efforts.

For more data-driven insights, download the full report:

[Mind the Recognition Gap: 2022 Employee Incentives Report by NAPCO Research.](#)

866.353.4877

BHN.com

1. Blackhawk Network EQ 2022 Employee Appreciation study, Feb/March 2022, n=2,608 US consumers 18+  
2. NAPCO Employee Incentives study, July/Aug 2022, B2B n=168

