



6 Employee Rewards Trends to Watch

Do your employees feel appreciated and valued?

Employees want to be recognized. Whether they're full-time or part-time, remote or in-office, people want their hard work to be noticed. Are employers rewarding and cultivating the top talent they already have? Here are six rewards trends uncovered in our recent survey of employee recognition preferences.



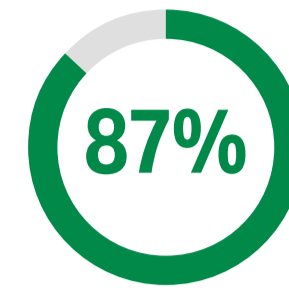
TREND 1

Missing Expectations

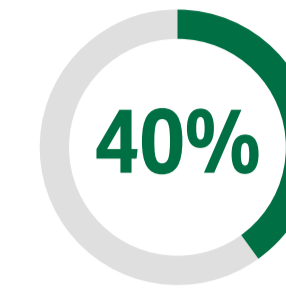
There's a noticeable disconnect here: employees love reward programs and think they're important, but some employers aren't offering them.



say it's important for their workplace achievements and anniversaries to be celebrated



say it's important for their contributions to the company to be appreciated



say their employer doesn't offer incentive or rewards programs to recognize employees

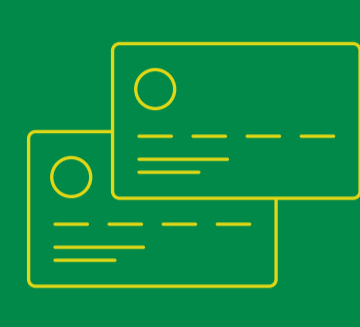
TREND 2

Rewards and Expectations Don't Match Up

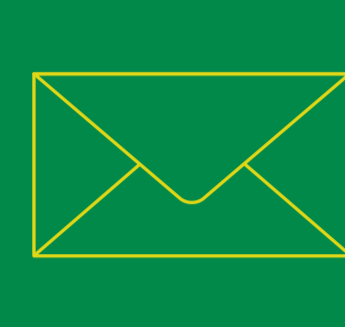
The rewards employees value most don't really match up with the rewards they most often receive.



Time Off Work:
42% want it
15% get it



Prepaid or Gift Cards:
41% want them
15% get them



Personalized cards or emails:
33% want them
20% get them



Getting singled out at a company event or ceremony:
19% want it
27% get it



Pro Tip: Offer Prepaid Cards

Offer employees something they actually want and can really use with Mastercard® or Visa® prepaid cards. They're convenient, personalizable, customizable, available in virtual and physical formats and employees can spend them everywhere the networks' cards are accepted.



TREND 3

Incentives Boost Productivity and Loyalty

When employees get a "thank you" or reward that really means something to them, good things happen.

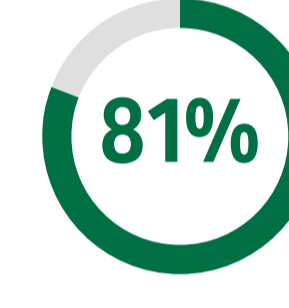


80% say a gift card or prepaid card reward increases loyalty and productivity

We've seen this sentiment before. In 2020, our multinational BrandedPay™ report² found that:



said a gift or prepaid card from their employer would make them feel valued



said it would motivate them to work harder and feel more loyal



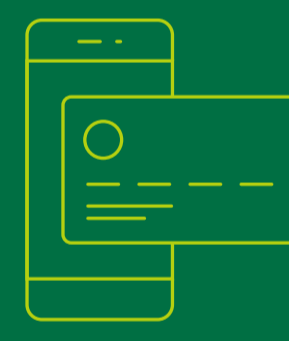
said they would want to stay longer with their employer



TREND 4

Employees are Going Digital

People have always enjoyed the convenience of digital, but 2020 made contactless payments even more essential.



44% say they prefer digital gift cards or digital prepaid cards more since the start of the COVID-19 pandemic

TREND 5

Faster is Better

Receiving a reward immediately makes it more impactful. Luckily, today's digital rewards can be emailed or texted and used almost immediately.



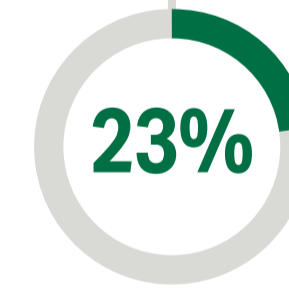
say a reward is less impactful if it takes "too long" to receive



say more than a day is too long



say more than two weeks is too long



say a month is too long

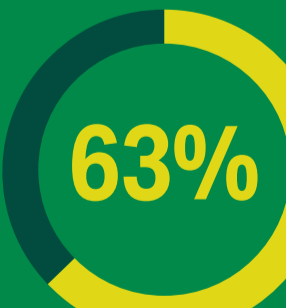


say more than a month is too long

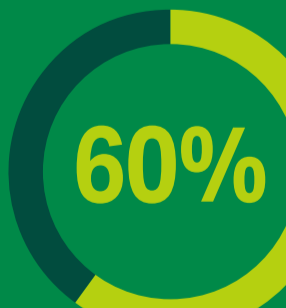
TREND 6

Remote Work Will Continue

The COVID-19 pandemic pushed many employees into full-time remote work, and more jobs will likely remain remote in the future—making it more important than ever to stay connected.



of respondents surveyed in March 2020 were working remotely—many for the first time³

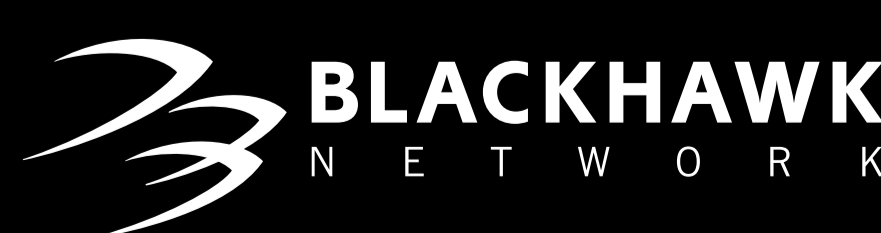


of respondents recently surveyed say they work remotely some or all the time¹



Ready to boost productivity and loyalty? Let's talk employee rewards.

833.727.6540



¹ The "Employee Appreciation Survey" was an online survey conducted by SurveyMonkey on behalf of Blackhawk Network. The sample size included 2,000 US respondents ages 18+.

² "BrandedPay: How People and Brands Connect Through Payments" is based on the findings of an internet-based survey conducted by Leger on behalf of Blackhawk Network between February 12–March 17, 2020. The sample size included over 12,000 respondents in eight countries.

³ The "Receiving Incentives and Rewards from Your Employer" study was an internet-based study conducted by SurveyMonkey on behalf of Blackhawk Network between March 24–25, 2020. The sample size included 1,718 working US employees ages 18–60.

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