

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 Blackhawk Network's recent national survey of employee recognition preferences.¹

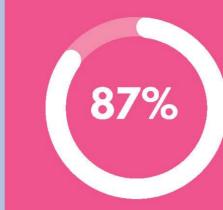
TREND 01

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



40%

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

TREND 02

Rewards and Expectations Don't Match Up

The rewards that 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 Virtual Prepaid Cards

Offer employees something they actually want and can really use. Virtual prepaid cards are convenient, since they can be delivered instantly via email and spent everywhere the networks' debit cards are accepted.

TREND 03

Incentives Boost Productivity and Loyalty

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



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



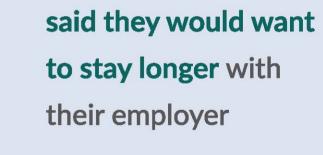
said a gift or prepaid card from their employer would make them feel valued



them to work harder and feel more loyal

said it would motivate







loyalty and productivity.

80% say a gift card or prepaid card reward increases

TREND 04

Employees Are Going Digital

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



cards more since the start of the COVID-19 pandemic

44% say they prefer digital gift cards or digital prepaid



a mobile wallet

33% say they want to load physical or digital cards into



TREND 05

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 day is too long impactful if it takes "too long" to receive



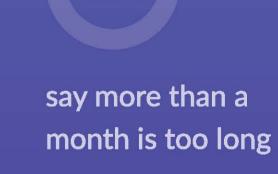
say more than a say more than two

24%

weeks is too long



say a month is too long



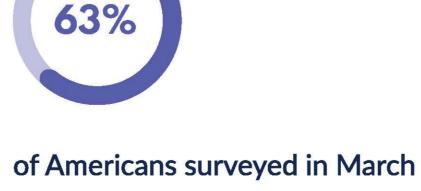
22%



TREND 06

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.



many for the first time³

2020 were working remotely —



say they work remotely some or all the time¹

Ready to boost employee productivity and loyalty?

Contact BHN Rewards at bhnrewards.com or 888-203-2249!



³ The "Receiving Incentives and Rewards From Your Employer" study was an internet-based study conducted by SurveyMonkey on behalf of Blackhawk Network from March 24-25, 2020. The sample size included 1,718 working U.S.