

# 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 Blackhawk Network's recent national survey of employee recognition preferences.<sup>1</sup>

## TREND 01

### Missing Expectations


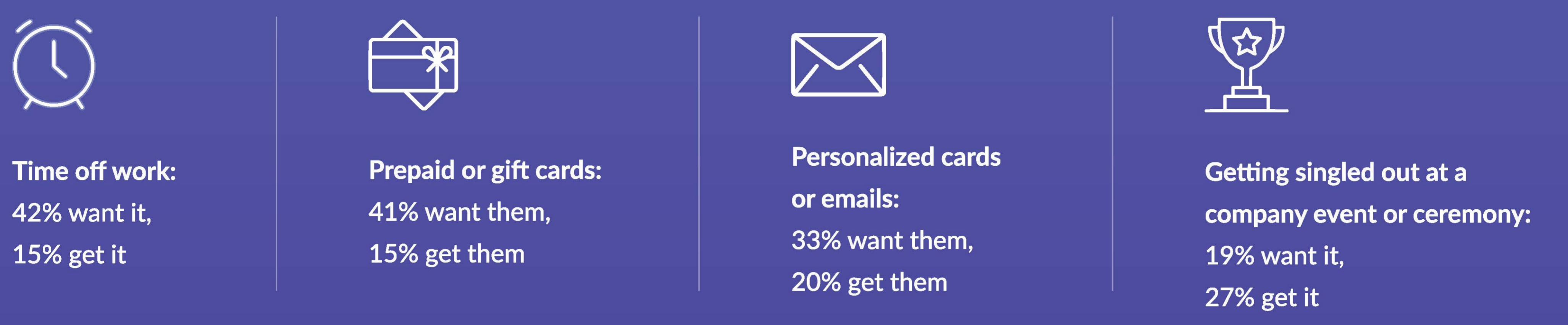
There's a noticeable disconnect here: Employees love reward programs and think they're important, but some employers aren't offering them.



## 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.

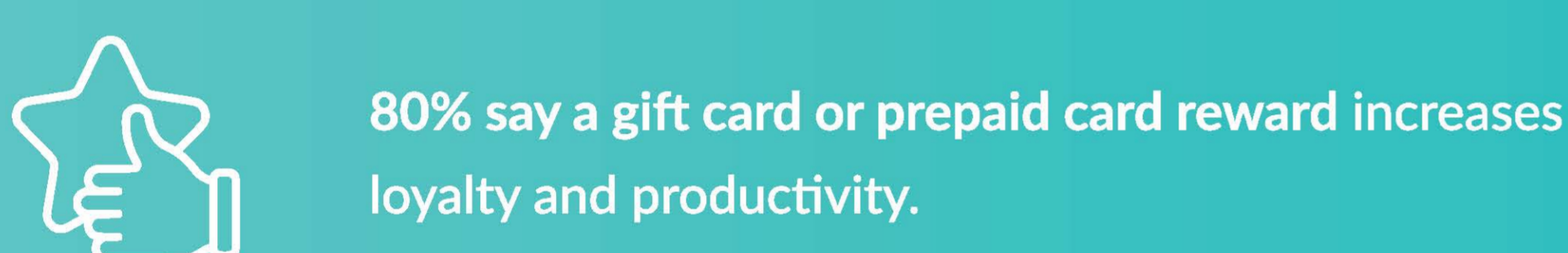


**Pro Tip: Offer Virtual Prepaid Cards**  
Offer employees something they actually want and can really use. Virtual prepaid cards are convenient, since they can be delivered instantly via email and spent everywhere the networks' debit cards are accepted.

## TREND 03

### Incentives Boost Productivity and Loyalty

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



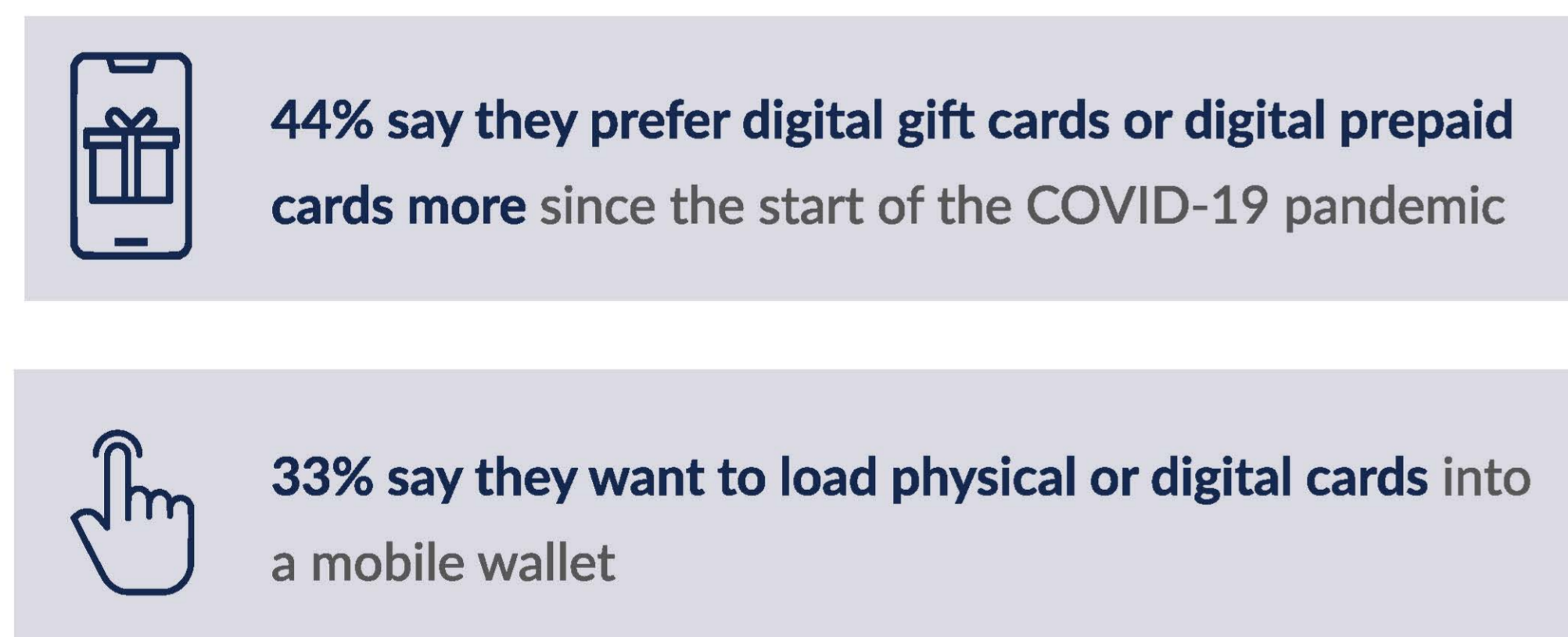
We've seen this sentiment before. In 2020, our multinational BrandedPay™ report<sup>2</sup> found that:



## TREND 04

### Employees Are Going Digital

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



## 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.



## 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.



Ready to boost employee productivity and loyalty?  
Contact BHN Rewards at [bhnrewards.com](https://bhnrewards.com) or 888-203-2249!



<sup>1</sup> The "Employee Appreciation Survey" was an online survey conducted by SurveyMonkey on behalf of Blackhawk Network. The sample size included 2,000 U.S. respondents ages 18+.  
<sup>2</sup> 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 from Feb. 12-March 17, 2020. The sample size included over 12,000 respondents in eight countries.  
<sup>3</sup> 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. employees ages 18-60.