



WEBCAST SERIES

Employee Recognition Programs that Enrich the Customer Experience

Oct. 29, 2015

2:00 pm ET / 11:00 am PT

Welcome!



Featured Speakers



Vicki Ravenel
VP, Business
Development

**Ultimate
Choice**



Deborah Merkin
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GiftCardPartners INC.



Bill Bradley
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ΩMEGA
Management Group Corp.

CEMDNA Playbook StrategySM



Employee Engagement and Recognition

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Setting the Stage

- Professional background
- Ultimate Choice, Inc.
 - Simple Award of Choice or On the Spot Award
 - No fees, no expirations, no minimums
 - Allows each recipient his/her choice of over 500 gift cards
 - Can be customized
 - Delivered physically or virtually
 - Basic point bank system
 - Participants and their earnings with gift card fulfillment
 - Fully customized performance and recognition platform
 - Point or currency based



EVER

Workforce Engagement – Before and After

30%  engaged

54%  not engaged

16%  actively disengaged



70% of the workforce is either “Not Engaged” or Actively disengaged!

- Within 6-Months 60% of NEW HIRES fall into the “Not Engaged” category! You cannot afford to have a non-performing employee!

Please Don't Go!

THE NUMBER ONE REASON EMPLOYEES GIVE FOR LEAVING THEIR COMPANIES IS “LACK OF RECOGNITION & PRAISE”

Oxford Economics: Companies would need to increase an employee's total base compensation by 8.5% to achieve the same effect of recognition and incentives

World at Work Study:

- Revealed 65% of companies are doing more with recognition than they did three years ago

Incentive programs:

- Increase the frequency of the behavior that was rewarded by 22%
- Increase sales by 20% when \$2,000 per employee is invested in sales incentives
- Reduce turnover by 13% compared with companies without a program in place



it's all about...**Engagement**

Recognition is not just “the nice thing to do”

It's the ONLY thing to do!



It doesn't have to be hard!!

An effective, motivating Employee Recognition System is:

- *SIMPLE*
- *IMMEDIATE*
- *RELEVANT*
- *REINFORCING*



Key Elements for a Successful Program

Engage – capture attention

Educate – the rules of engagement

Excite – the “water cooler effect”

Encourage - small victories!

Evaluate - measure results

A person
who feels
appreciated
will always
do more
than what is
expected.

Treat employees like they
make a difference.
And they will...



WHAT'S IN IT FOR YOU??

- Quicker identifier of low performers and under-involved managers
- Increased excitement and re-energized employees
- Opportunity to reinforce KPI's and tie recognition to positive behaviors
- Ability to quickly introduce new campaigns relevant to corporate events and goals (get emps. behind it)
- Environment of respect
- Fosters teamwork – internal customers matter too!
- Employees feel more connected to business success
- FUN!!

SO WHY ISN'T CASH KING???

- Compensation vs. motivation – don't confuse the two
- Cash is cold
- No trophy value – lose your “water cooler buzz”
- Cash will get mixed in with money for bills, groceries, necessities – no longer becomes “me money”
- Easily forgotten
- Expected
- Hard to eliminate
- Perceived differently





Why Choice Matters

- Demographics
- Psychographics
- Wants and needs
- Timing
- Buying behaviors
- Desire to include and share
- Mugs and umbrellas and hats
– oh my!



Impact of Non-Cash Motivation

Don't Confuse Compensation with Motivation

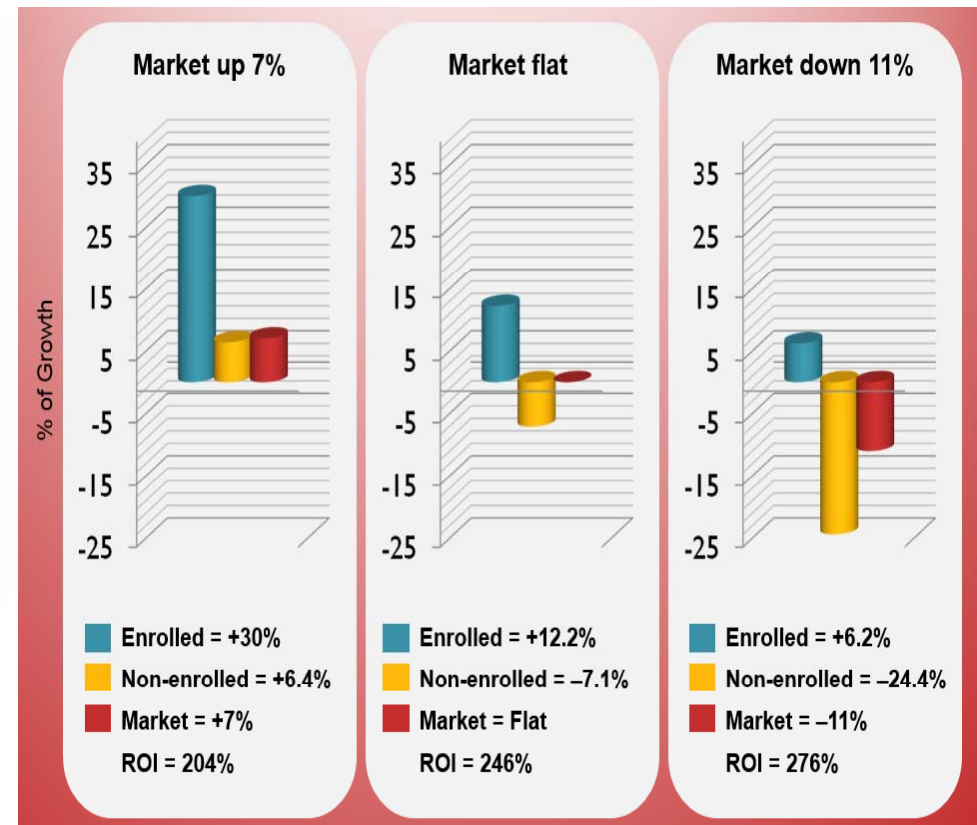


I Really Can't Afford This Right Now



Program Lifecycle – actual program that operated over 10 years

- Enrolled and Engaged participants perform better in any market condition
 - Accelerate growth when market conditions are positive
 - Maintain your competitive edge in flat market conditions
 - Protect yourself in challenging market conditions



Summary

- **Establish your KPI's – specific behaviors that benefit your company**
- **Match awards to behaviors and desired goals**
- **Establish budget**
- **Decide on rules of engagement**
- **Get upper management buy in and participation**
- **Make your program easy, flexible, and scalable**
- **Reward frequently and immediately**
- **Include public recognition with awards**
- **Communicate, communicate, communicate**
- **Make it creative and have fun!**



A Wise Man Once Said.....

“You cannot exceed the expectations of your customers until you exceed the expectations of your employees.”

Howard Schultz, Chairman and CEO Starbucks



Employee Recognition & Rewards

"Encouraging others can be the catalyst to unleashing their greatness."

—Rob Liano

GiftCardPartners INC.

Deborah Merkin
Co-CEO

www.giftcardpartners.com

www.giftcardpartners.com/gcpblog

Who is GiftCard Partners

- GiftCard Partners is an award-winning leader in the fast-growing payments industry with a proven record of success.
- We are dedicated to building retailers' and merchants' B2B gift card business through the use of leading-edge marketing and technology.
- As a result of our deep brand and industry expertise, we recognize that in order for a program to be successful, the congruency of the reward must match the program, e.g. The "Right Brands for the Right Programs".
- We place our clients' gift cards in:
 - Employee recognition, motivation and sales incentive programs
 - Customer reward and loyalty programs
 - Health and wellness programs

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Contents

Organizational goals must align



Take a closer look at your employees



The key to rewards

Before anything, what's the goal?

In order to succeed, the organization's goal must be aligned with the recognition program.

Is the goal to:

- ✓ Improve engagement
- ✓ Change behaviors
- ✓ Increase productivity
- ✓ Increase retention rates

Identify that goal and put a process in place to measure it!

Today's Workforce is Multi-Generational

Baby Boomer



Characteristic or stereotype?

Born: 1945 – 1963

Raised more liberally

Raised in time of optimism (post WWI)

Coming of age during Civil Rights

Hippie Movement

Live to work

Generation X



Characteristic or stereotype?

Born: 1964 – 1980

Raised in time of increasing divorce rate

Harsher economic times

Distrustful, Independent, Skill-oriented

Work to Live

Questioning, skeptical

Millennial



Characteristic or stereotype?

Born: 1981 – 2000

Raised by "helicopter parents"

Continuous feedback and recognition

Career-oriented, hard work, but with balance

Seeks recognition, detailed feedback

Depending on the individual...

The most valued item may vary drastically, affecting the result it has on the employee.

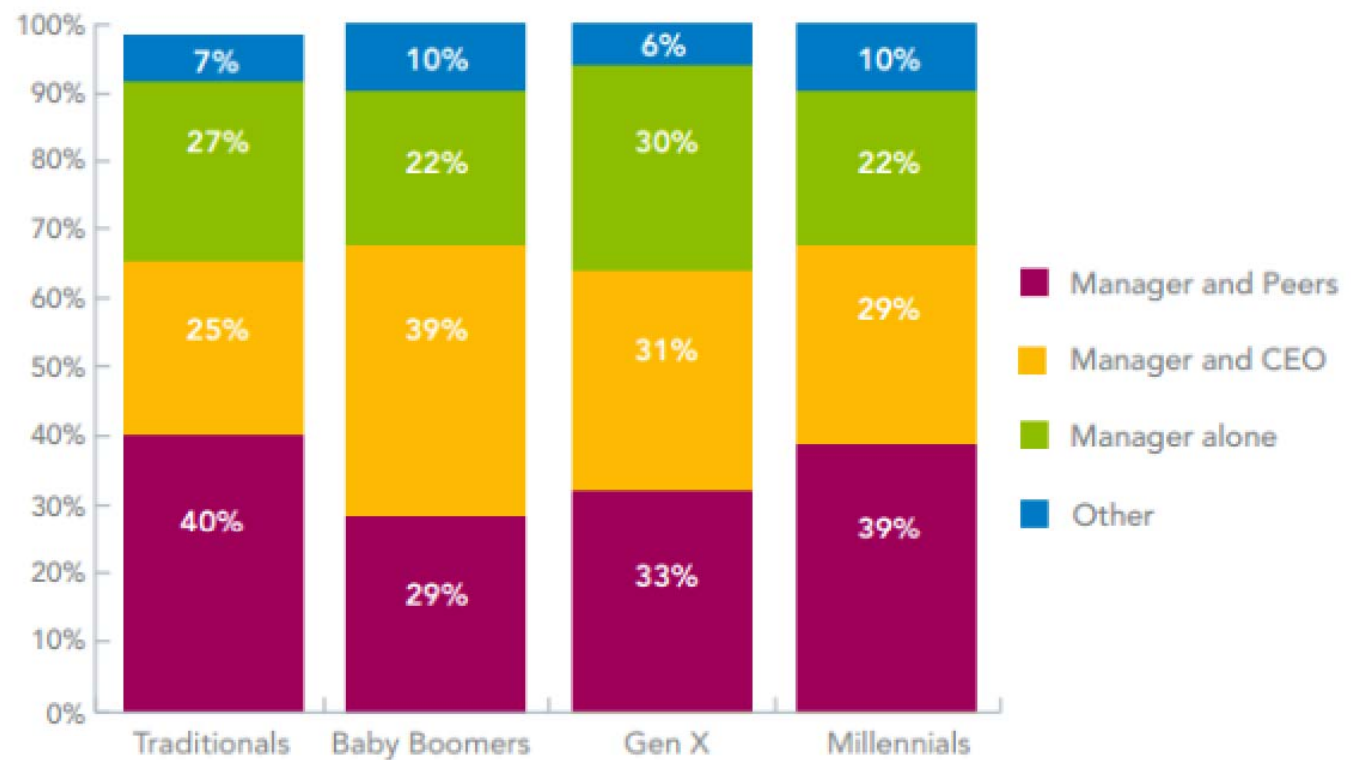
Ask yourself,

- Where are they in their life cycle?
- What is important to them?

Align employee expectations with organizational goals and ensure flexible rewards are available.



Who gives the reward & How you give the reward is just as important as what you give.

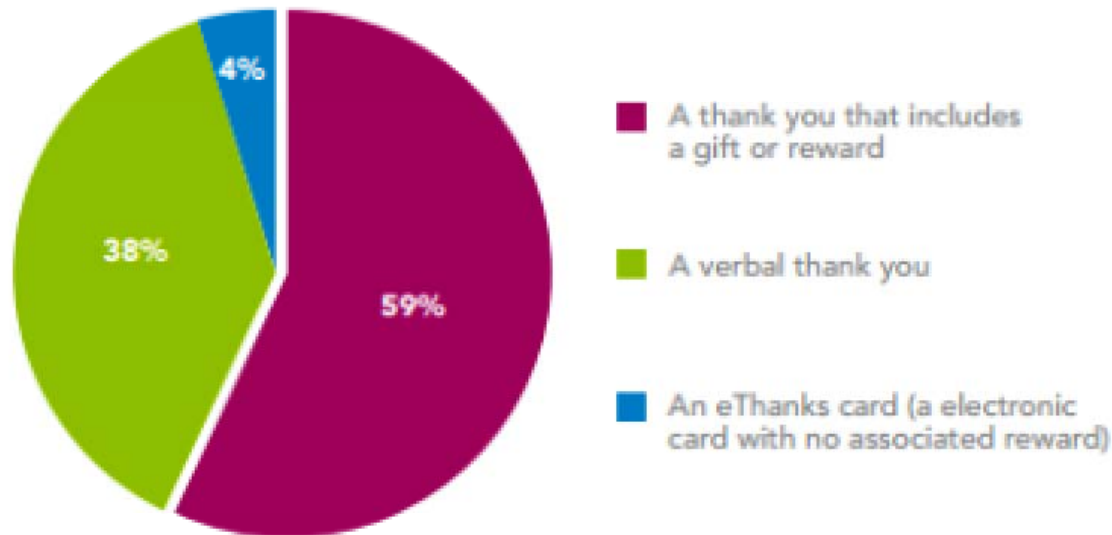


GloboForce- Spring 2014 Workforce Mood Tracker

How & Who, just as important as What

Only 4% of employees find eThankyou Awards (that convey no gift or monetary value) to be a memorable form of recognition.

eTHANKS ARE NOT MEMORABLE



Q. What type of recognition do you find most memorable?

A Variety of Reward Programs

Performance



Safety



Service



Sales



Health & Wellness

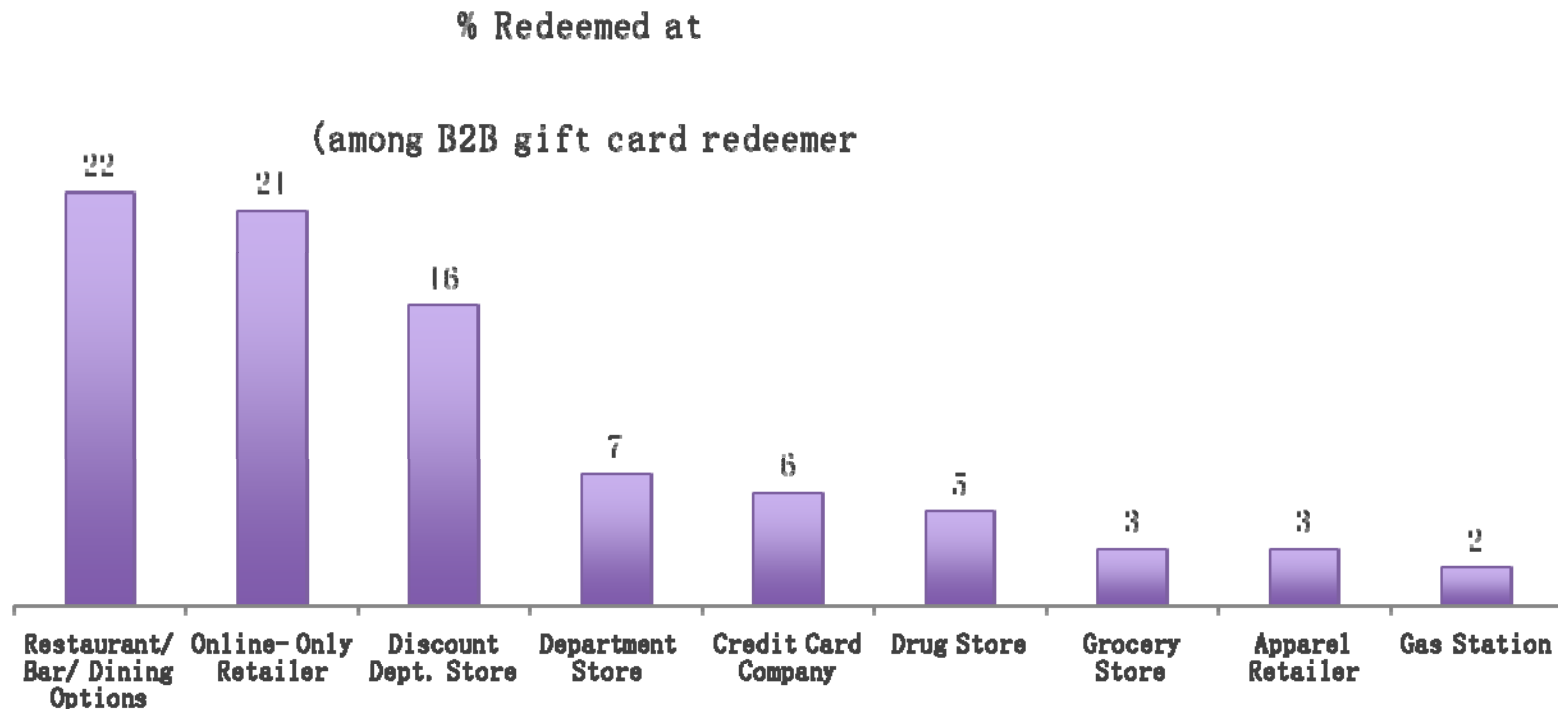


Reward Options

paid time off early days off cash
concerts bonuses points programs
stock options merchandise trips
travel premium reductions
sporting events wearables
gift cards free lunch events

Gift cards are the reward of choice

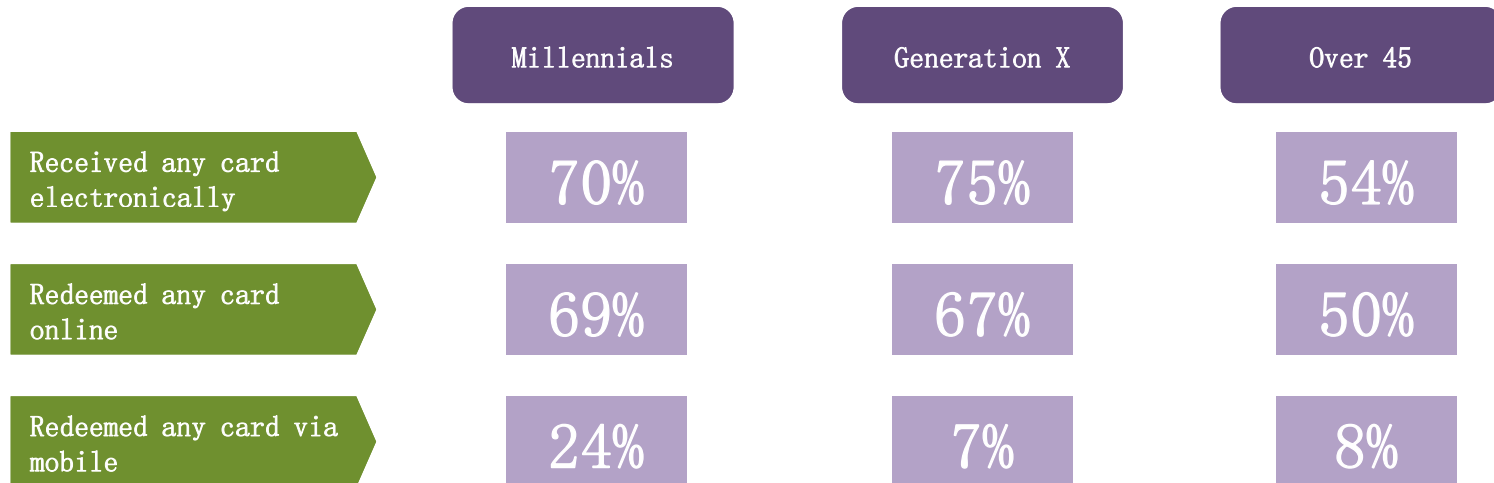
Restaurants, Online retailers, Department stores are the most redeemed cards



Shapiro+Raj & GiftCard Partners, Inc. - Summer 2015 U.S. Gift Card Study

Flexibility of gift card type (Plastic, eGift Card, Mobile)

Multi-generational response on gift.



Shapiro+Raj & GiftCard Partners, Inc. - Summer 2015 U.S. Gift Card Study

Why gift cards are the go-to

The affect the gift card had on employees when given by employer.

Attitude toward employer (top 2 box on five point scale)

Makes me feel loyalty

78%

I deserved this reward

84%

Was a worthwhile reward

83%

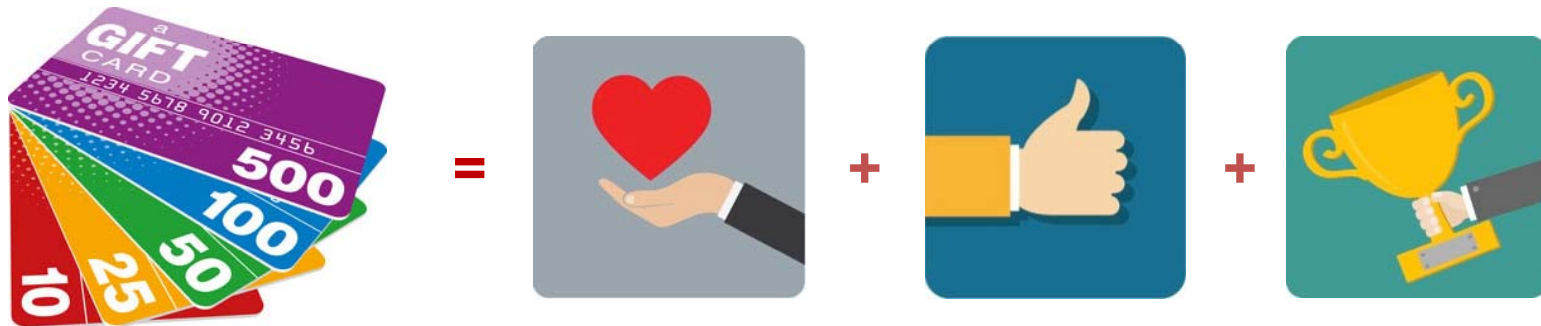
Felt recognized for me

86%

Shapiro+Raj & GiftCard Partners, Inc. - Summer 2015 U.S. Gift Card Study

Why gift cards are the go-to

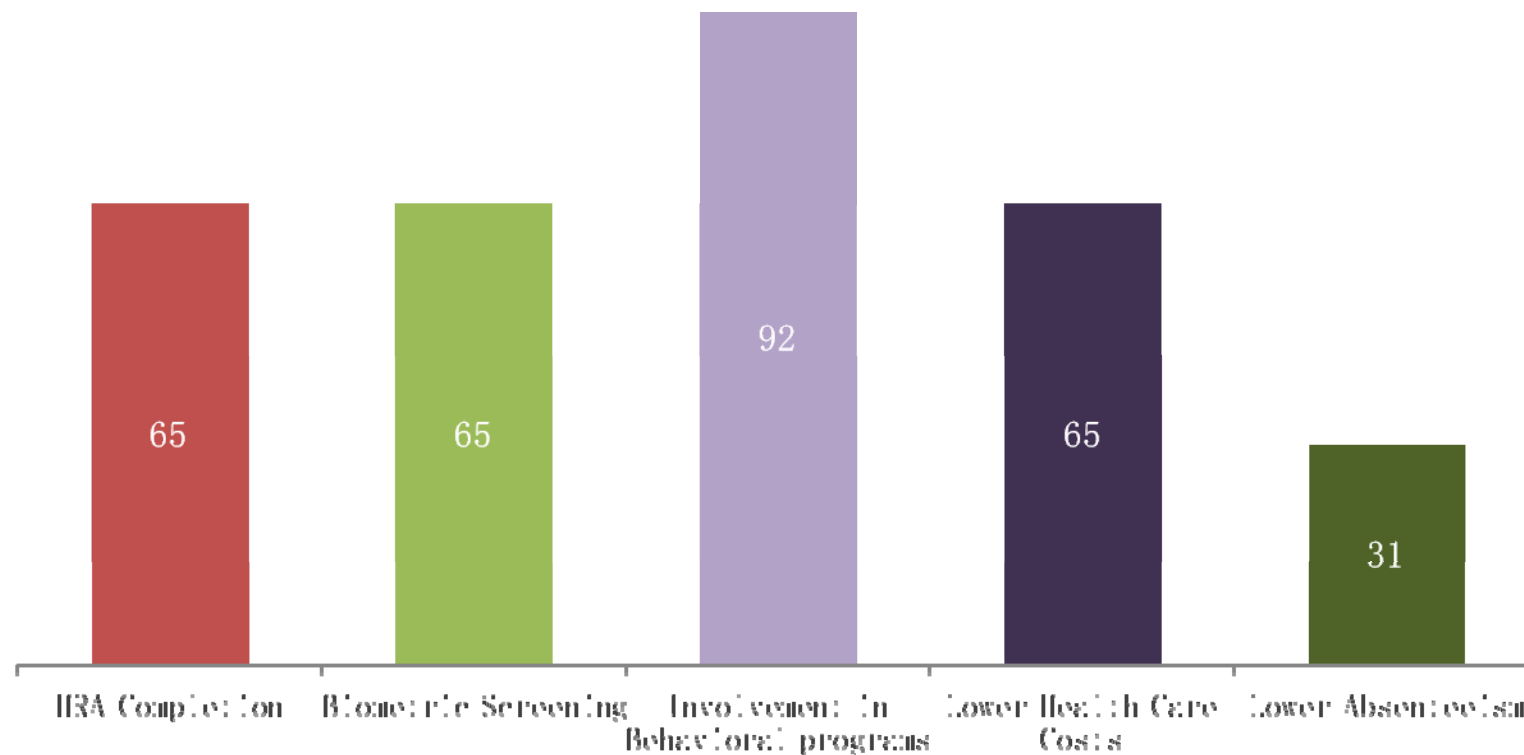
Gift cards provide added value...beyond actual monetary amount



- ✓ Promotes greater **Loyalty** to both the Source of the card and the Brand
- ✓ Generates a sense of **Recognition** for the user..."I deserve this and "company" appreciates me."
- ✓ Instills an emotional connection to the **Reward**

Measuring Engagement

Metrics for Success



*Shapiro+Raj & GiftCard Partners, Inc. - Summer 2015 -
Improving the Outcomes of Health & Wellness Programs with the Use of Incentives*

Reward Offerings

| | Wearables | Gift Cards | Premium Reduction | Cash Incentives | Points for behaviors | Online Behavior / Support Portal |
|-----------------|-----------|------------|-------------------|-----------------|----------------------|----------------------------------|
| Currently offer | 17% | 14% | 50% | 29% | 29% | 45% |
| Planned growth | 21% | 44% | 37% | 17% | 65% | 31% |

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Spend Per Employee

Average incentive spending is \$400 per employee / year



*Shapiro+Raj & GiftCard Partners, Inc. - Summer 2015 -
Improving the Outcomes of Health & Wellness Programs with the Use of Incentives*

- Align organizational goals with the reward program
- Know your employee
 - Multi-generational workforce
- When it comes to rewards...
 - How and Who is just as important as What
 - Choice is king, not cash



Thank You!

Q & A



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