

# GCVA Members Survey - 2020

## Key Findings



The purpose of this survey was to gain feedback, understanding and insight on:

1. GCVA - Products & services
2. How you would like us to operate in a Corona world

Open to all GCVA members, the results have allowed us to make strategic decisions regarding: planning events, growing popular products, as well as focusing on specific areas which need further development.

### Question 1 - Please state what type of GCVA membership you have?

- 34.88% Retailers and Issuers
- 46.51% Service providers
- 18.60% Consultants

### Question 3 - Please tell us the value your GCVA membership represents to you?

- 74.42% voting Very Good or Excellent
- 100% voted Good or above

“During this time of crisis GCVA have been brilliant in their support”. “The research has now been beefed up and is therefore more valuable now, plus the organisation is now working much better at lobbying, which benefits the whole industry. **Plus, it knows how to throw a party**”. “Very good insight and networking opportunities”

### Question 2 - What area of the business do you work in? \*

- Strategy= 61.90%
- Business Development= 61.90%
- Management= 57.14%

*\*The top three areas of business in which our members work*

### Question 4 - GCVA Connect webinars & meetings – Have you attended any?

- 79.07% voted yes and stated how beneficial the industry insights have been to them, especially during Covid
- Both the webinars and meetings have enabled members to remain connected and up to date with the industry as well as in contact with other members

“Great to hear views and up to date information especially with Covid.” “The insights and data are always most valuable.” “Feeling 'in touch' with my peers has been the best benefit”

**Question 5 - We will soon be introducing regular GCVA Connect 'drop-in' networking sessions. How often do you think they should be held?**

- 76.74% agreed that the sessions should be held monthly, with a further,
- 37.21% agreeing that PM would suit them best

**Question 7 - If you're not yet ready to attend live events when do you think you'll be happy to?**

- 51.35% voted that they will not be ready until at least Q2 2021
- 32.43% said they they will be ready by the start of the next year (Q1 2021)

**Question 6 - Live events**

**How do you feel about travelling to and attending live events?**

- 32.56% of members are keen to meet up with colleagues but not just yet
- 27.91% said they are happy to attend events with the right procedures in place
- 18.60% said No way, they are currently not travelling
- 16.28% of members are not ready to attend live events – webinars are the current best solution
- 4.65% of members voted yes, they would be happy to attend live events

**Question 8 - How many people would you currently be comfortable mixing with?**

- 40.48% voted only between 0-10 people
- 30.95% of our members voted between 26 and 50 people
- 4.76% of members, only, voted that they would be happy to mix with more than 100 people

### Question 9 - Research/data: how important are these to you?

- Valuing the Industry 2020 was voted the highest in Very Important with a score of 63.41%, however all were voted with a strong importance
- This signals to us the significance of sharing data within the industry, and the extent to which our members value it

“I would like to hear more success stories. More sharing of solution or Retail strategies that have exceeded expectations.” “Pre-paid cards and their importance to the GC market and the rise of card linking in the industry”

### Question 11 - Communications Questions

#### Where do you get most of your information from?

- 83.72% of members use our Monthly newsletter and 27.91% use the Weekly e-shot
- 27.91% use the GCVA Connect App and 32.56% of members turn to LinkedIn for information

### Question 10 - Advocacy/Government liaison/legislation. We have recently launched #Giftcard500, a campaign to lobby Government to increase the tax-free amount from £50 to £500 to help get Britain spending again.

- Over 50% of members have seen the campaign and 60.47% of members have signed and shared the petition
- 58% recognise the value of the work the GCVA is doing to raise the profile, reputation, and positioning of the gift card industry

### Question 12 - GCVA Connect App - Have you registered for the app?

- 82.93% have registered and use the App and are finding it great for keeping them updated

“All the new social media that has been introduced is great.”

**Question 13 - Blogs: We have published 11 blogs from members of the industry. Have you read them? If yes, on which platform?**

- 51.16% voted yes, and 39.53% voted no  
Of those that voted yes
- 30.23% stated that they used LinkedIn to access the blog posts
- 23.26% access them via the GCVA Connect App

**Question 14 - Consumer: #GiftBetter is our social platform to increase awareness and engagement with consumers, promoting & positioning members' brands.**

- 35.71% have engaged with #GiftBetter already and a further
- 26.19% said they have not yet engaged with #GiftBetter but are keen to get involved

## Other comments, ideas or suggestions to help us improve our products and services?

“Overall you are doing a great job at a challenging time for all and especially retail, of course. Thankyou”

“Thank you for all you are doing”. “Much more focus on B2B”.

“A renewed effort from all Members to try and attract more Retail or user clients to attend. They and We would all benefit from more active engagement from the huge portfolio of clients we all connect with, but who are not members or attendees to GCVA events.”

“All the new social media that has been introduced is great”. “Great speakers and topics”

“Need more retail memberships Need businesses to post RFI / tenders for GC via the GCVA - so all members are aware of opportunities.”

“GCVA team are doing a great job!”

Thank you for taking the time to fill in the survey.