

UK **gift card**
& voucher association



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Gift cards increasingly popular incentive among businesses

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The volume of businesses using gift cards as part of their reward, incentive and loyalty schemes has seen a significant uplift year-on-year, according to the latest research published by the [UK Gift Card & Voucher Association](#) (UKGCVA).

The [State of the Nation report](#), compiled by GlobalData and sponsored by First Data, found that the B2B gift card market has seen an impressive 20.5% growth year-on-year.

Interestingly, more than a third (35.9%) of gift card managers also anticipate the B2B gift card market as having the greatest future growth potential, compared with 2.6% of those who say the same for B2C.

Employee incentive schemes are a particularly key avenue for this growth, with over a fifth (21.1%) of Brits receiving gift cards through these programmes. This figure rises to 29.9% for millennial and Generation Z workers – those aged between 16 and 34 – suggesting that gift cards are a popular method for engaging with the younger generation, and likely to rise in popularity in future.

Encouragingly, this has also been recognised by organisations offering gift cards, with more than six in 10 gift card managers (61.5%) looking to develop direct relationships with businesses wanting to reward their staff. A further 43.6% are also developing partnerships with the likes of price comparison businesses, energy providers and media companies, demonstrating the increasingly prominent role gift cards can play in businesses' incentive and loyalty programmes.

The in-depth research, which surveyed more than 2,000 UK shoppers, C-suite executives and gift card managers on their perceptions, attitudes and habits towards gift cards, demonstrates that gift cards could be leveraged as a key tool for businesses to engage their staff, as well as customers. However, more needs to be done to secure senior buy-in if this market growth is to continue.

While more than four in five (85%) gift card managers believe gift cards to be an important area of growth for their business, this figure drops to just under two thirds (65%) of professionals at C-suite level. This is likely due to the fact that almost half of senior-level employees (45%) reported having minimal visibility of the results driven by gift cards, and more than a third (35%) reported little to no awareness of the opportunities they can present.

Gail Cohen, director general of the UKGCVA, commented: "The right reward scheme can have a hugely positive influence on employee (and customer) loyalty, particularly when used as part of an ongoing incentive and reward programme.

"However, if retailers are to capitalise on the opportunities presented by the growing B2B gift card market, it is imperative that gift card managers and the C-suite are on the same page, requiring greater education and clearer lines of reporting throughout the business around the positive effects gift card programmes can have."

For more information, please visit: <http://www.ukgcva.co.uk/downloads/State-of-the-Nation-non-members.pdf>

"Gail Cohen, director general of the UKGCVA, commented The right reward scheme can have a hugely positive influence on employee and customer loyalty. "

Gail Cohen

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In House Recruiter City of London

Working within a growing industry, the Recruiter in this business will be comfortable with recruiting within a fast paced Head Office environment.

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craftfocus
MAGAZINE



GIFT CARDS PLAY VITAL ROLE IN DRIVING CUSTOMER LOYALTY, SAYS SURVEY

Gift cards are said to play a vital role in driving customer loyalty and engagement, with almost a fifth of UK shoppers more likely to become a more regular customer of a brand if they had been given one of their gift cards, according to the UK Gift Card & Voucher Association (UKGCVA).

According to the survey, younger buyers are even more likely to be loyal to a brand, with 31 per cent of Gen Z/Millennial consumers stating they had become a repeat customer after being given a gift card.

Gail Cohen, director general of the UKGCVA, commented, "Our research found that gift cards are set to play several crucial roles in the coming years and, in particular, will serve an important function in driving brand awareness, engagement and customer loyalty.

"Gift cards are a great way to introduce a customer to a new brand and also to help to build continued customer engagement when used as part of a customer loyalty or incentive programme.

"It is therefore more important than ever that the industry seeks to satisfy rapidly evolving shopper requirements by ensuring the most effective programmes and systems are in place.

"Part of this is for senior management and the c-suite to work closely with the gift card professionals within their organisations to understand the true value and potential that gift cards can play in their marketing, loyalty and sales strategies."

Visit ukgcva.co.uk

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HEALTH+ SAFETY AT WORK

Survey round-up

Stress, smartphone screen use and gift cards as staff incentives



Stress and mental health

According to a survey of 1,000 UK employees undertaken for drainage specialist Laines Group, 80% were working outside of their contracted hours and 21% doing so every day. Workload prevented 11% from taking time off, and 61% said they had checked work emails or taken a work call on holiday. While 22% of respondents had taken time off work due to stress, 10% had done this in the past 12 months.

One in ten (10%) said they felt unable to talk to their manager

about personal issues that might affect work, rising to 27% for mental health issues. Asked if their workplace had a mental health first aider, 20% said yes, 47% replied no and 33% did not know.

Smartphone screen use

Research for Specsavers Corporate Eyecare among 500 UK HR decision-makers, 135 in large businesses and 365 at SMEs, found that employees spent on average an hour or more each day looking at screens, including smartphones, at 88% of businesses. Only 2% of respondents said employees did not use a screen.

The average time spent looking at screens is 4.1 hours. According

to Specsavers, this means that most employees are likely to be entitled to employer-funded eyecare under the Display Screen Equipment Regulations.

Gift cards as staff incentives

A report from the UK Gift Card and Voucher Association, based on a survey of 2,000 consumers and business executives, shows that 21.1% of respondents have received gift cards through employee incentive schemes, rising to 29.9% for workers aged 16 to 34.

The business to business gift card market has grown by 20.5% year on year, with 35.9% of gift card managers seeing it as having strong growth potential in the future.