

Making Work Mean More

HOW HOLIDAY GIFTING CAN
BOOST YOUR BOTTOM LINE



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The end of year holidays bring us the time and traditions to step off the treadmill and give thanks to our families, friends and colleagues. While most organizations focus on the time-off, 'holiday' aspect of the end of year, smart leaders see the opportunity to accelerate their engagement strategies.

The holidays should be about using recognition and rewards to make work mean more. Employees, clients and prospects can all benefit from a holiday gifting strategy that creates engagement, increases loyalty and boosts your business bottom line. Here are 5 ways to think about gifting, and the opportunity this holiday season brings.

Tip #1: Give the gift of recognition.

Not all gifts have to come in a box. Sometimes a simple acknowledgement of an employee's contribution and effort is all it takes. Recognizing performance is a proven way to enrich a working relationship, and can deliver significant ROI. The more social you can make your act of recognition, the more powerful it can become. By ensuring that all your employees can see the types of behavior you value, you're sending positive reinforcement ripples throughout your organization.

In their ongoing international study of the benefits of employee engagement, Gallup found that team members with higher levels of engagement:

- produce substantially better outcomes
- treat customers better and attract new ones

- are more likely to remain with their organization
- are less likely to burnout
- feel healthier

<https://www.gallup.com/workplace/284180/factors-driving-record-high-employee-engagement.aspx>

These benefits are, of course, all upside for your organization. Higher retention, less divisiveness, more productivity, less downtime... it's clear that spending the time to boost employee engagement is worth it.



Tip #2: Last minute doesn't have to be low value

Gift cards and virtual gift cards are the best gifts for the most people. These cards can be used to shop instantly and safely online, at some of the world's favorite brands, stores and restaurants. They are also the perfect contact-free gift for anyone on your list. Gift cards can be securely purchased in multiple denominations and multiple currencies, and can be instantly ordered through any storefront.

In addition to retail gift cards, we also offer a wide range of prepaid credit cards. These 'digital cash' products bring the freedom of anywhere shopping. They can be used in any store or business that accepts Visa or Mastercard, by phone, or used for online purchases or online service subscriptions.

For even more flexibility, you can gift a single-use prepaid card or a reloadable prepaid card. Our range of prepaid cards are available globally in multiple currencies and denominations. At CarltonOne, we offer gift cards of all varieties on all of our employee engagement platforms: Power2Motivate , Global Reward Solutions, Kart and Evergrow.

 Gift
Codes™



Tip #3: Gift globally with GiftCodes

One of the many challenges that larger, distributed organizations face is how to effectively reward their remote teams. Local currency complexities, expensive shipping, complicated taxation issues... these practical hurdles can derail even the best intentions. Unfortunately, remote teams are often those in the most need for engagement, as their physical isolation from 'Head Office' can breed feelings of uncertainty, misalignment and disconnection. This is why CarltonOne created GiftCodes, a secure virtual gifting solution specifically to help companies reward their global employees.

Whether your team is working across town or around the world, you can now reward them together with GiftCodes. GiftCodes are the easy way to instantly send a gift to anyone in over 85 countries, in any denomination. And all local taxes are conveniently included in the pricing.

Gift Codes are instantly redeemable for millions of rewards: merchandise, gift cards, hotels & travel experiences, event tickets, mobile top-up and more. You can buy Gift Codes in many currencies and denominations and instantly send them around the world with secure, encrypted code delivery. GiftCodes make it easy to gift globally:

- choose the denomination and currency
- customize your email message
- ...and send!

Your recipient can go from email to shopping in seconds. They just click the link, activate their code, and start shopping. Members can combine individual GiftCodes to purchase larger value rewards, and even top-up with a personal credit card. Conveniently, GiftCodes can be purchased individually or in bulk, with customized and branded emails and redemption sites. You can learn more at g.codes.



Tip #4: A virtual reward that still feels real

The end-of-year holiday season tends to be the busiest time of the year, for managers and their employees. Juggling both work and family holiday planning doesn't leave much time for window shopping, actual shopping, gift wrapping and festive-feelings-making! Sometimes the best gift is an instant gift.

Virtual rewards let your employees turn their program points into instant rewards. They can redeem points now with just a few clicks for instant virtual rewards. No shipping, no delivery...no waiting! Our storefronts offer thousands of virtual rewards including movie tickets, eBooks, mobile minutes and data top-up credits, games, gift cards and travel discounts.

By giving your employee program points for virtual rewards, you're gifting them the opportunity to save time, save money and choose the most personally meaningful gift to them. As program members become more comfortable with, and often prefer, virtual ordering and experiences, the popularity of these types of gifts continues to increase.



Tip #5: Not just another toaster.

Giving the gift of choice is the best gift of all. Every person on your team brings different talents, preferences and motivations to the table. To engage and inspire them, your rewards program should offer maximum flexibility, versatility and variety.

The best rewards program creates opportunities for members to recognize, and be recognized, for exceptional performance. Making it easy to spotlight and socialize accomplishments, goal achievement, or just smart thinking is a great way to set the bar across your organization. It establishes that these are the behaviors your corporate culture values, and connecting that to a rich reward platform creates a powerful engagement loop.

The CarltonOne platform storefronts boast over 10 million rewards. Which means more choice and flexibility for your members to redeem their program points. Our global buyers work with local vendors in over 185 countries to source the most desired merchandise, fashion, technology, beauty, home, outdoor and kids rewards. We feature brands like Apple, Sony, Garmin, Cabela's, Bose, Samsung, Fossil, Nintendo, Maui Jim and thousands more. Yes, we offer amazing toasters... and so much more!



Make Work Mean More

With CarltonOne

Engage With Purpose

Smart employers understand that they can't engage an employee without engaging their sense of purpose. Making work mean more unlocks new levels of loyalty, innovative design thinking, personal and team performance, and revenue growth.

CarltonOne can ignite this for your company.

Our Principles

Innovation

Innovation thrives amid boldness and bravery. We empower individual creativity and inspire original thinking to overcome obstacles.

Collaboration

Our collective capacity for achievement grows when we work together with a common vision, equal respect, willingness to share, and openness.

Responsibility & Sustainability

We believe sustainability is a responsibility, and engineer our technology platforms to make a tangible difference in the world.

Transparency

Trust is built on transparency. Our eco-actions are demonstrable and public to inspire others to join us.

How Can We Help You?

Emotionally engaged employees are more passionate about their mission, have higher productivity, demonstrate deeper creativity, and express a stronger sense of loyalty.

CarltonOne
E N G A G E M E N T

Let's make work mean more together.

www.carltonone.com