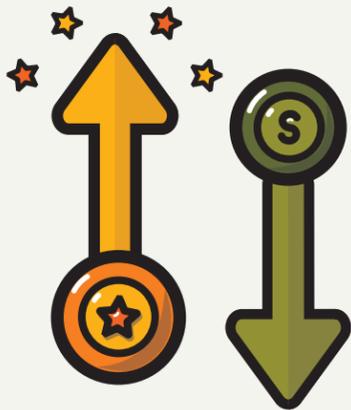


Points versus Gift cards

William Johnson, Division Vice President
Sales and Channel, BI WORLDWIDE

Our New Rules of Engagement research shows employees who feel their organization's incentives are exciting are **eight times more likely** to be inspired at work. But not all rewards drive behavior change and results.

Here are seven stats highlighting the differences between points versus gift cards. Gift cards are often seen as a form of cash, whereas points can be used for inspirational rewards like experiences, travel and merchandise.



Over 85% of employees who earned reward points saved them for high-dollar luxury items and experiences.

For employees who earned cash or gift cards, 85% spent them on transactions that were less than \$30.

BI WORLDWIDE Insights Lab, 2022

47% of U.S. adults have at least one unused gift card.
(A total of \$21 billion in 2022.)



Bankrate, 2022

In a recent study with a telecom company, employees who received points achieved their sales goals **28% more often** than employees rewarded with cash.



BI WORLDWIDE Insights Lab, 2022

According to a report by a national coffee chain, **gift card breakage*** accounted for nearly \$106 million on their books in 2017.



*discarded gift cards with a small amount of money left on them



In a study with a national food brand, employees rewarded with points perceived a **52% greater incentive value** for every dollar spent by the company.

Carlson School of Management,
University of Minnesota

28 U.S. states collect the balance of unused gift cards after **3-5 years** of inactivity.



World Population Review, Gift Card Laws by State, 2023

In a study with an entertainment provider, employees who earned **points** outperformed those who earned **cash**, with a **43% uplift** over baseline performance.

Employees who earned cash experienced a **16% decrease** in performance.



BI WORLDWIDE Insights Lab, 2022



Visit our blog to read or share this content.

Many companies use gift cards or cash to reward their employees because they are simple, scalable and convenient. But studies show they are often lost or forgotten and, along with that, so are the achievements and behaviors they were rewarding. Consider a points and/or hedonic reward structure for your next sales team incentive or employee motivation program. Inspire your employees and deliver results.