



# United Kingdom Non-Cash Reward & Recognition: A Survey of Organisations

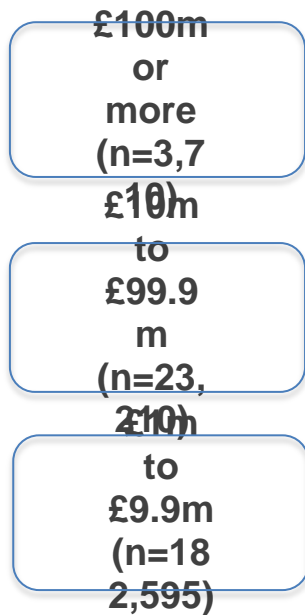
Prepared By: **Intellective Group**

- **Online survey (April 2015) of 100 United Kingdom organisational stakeholders concerning reward and recognition programmes**
- **Topics including, but not limited to:**
  - **Employee and sales programmes**
  - **Influence**
  - **Spend**
  - **Rewards**
  - **Anticipated changes**
- **Results are weighted to reflect the actual proportion of U.K. companies by annual revenue size**

- **Many U.K. organisations leverage non-cash employee and sales reward and recognition programme(s) to promote desired behaviors.**
- **Stakeholders and their organisations stand behind and believe in the positive influence of their programme(s).**
- **Many U.K. companies report growth and anticipate increased investments relative to reward/recognition programme(s). Most currently offer group and individual incentive travel; half offer merchandise, and many offer prepaid and digital rewards.**
- **Most companies work with incentive industry suppliers in some capacity.**
- **A notable number of respondents are unaware of industry associations that provide thought leadership.**

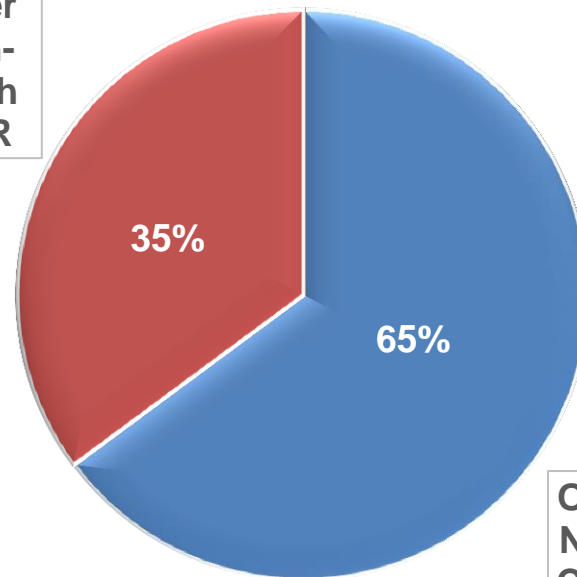
# Company Profiles

- There are nearly 210,000 businesses in the U.K. with £1 million+ in annual revenue; 87% of these firms are small businesses.
- Nearly two-thirds of U.K. businesses use non-cash reward and recognition.



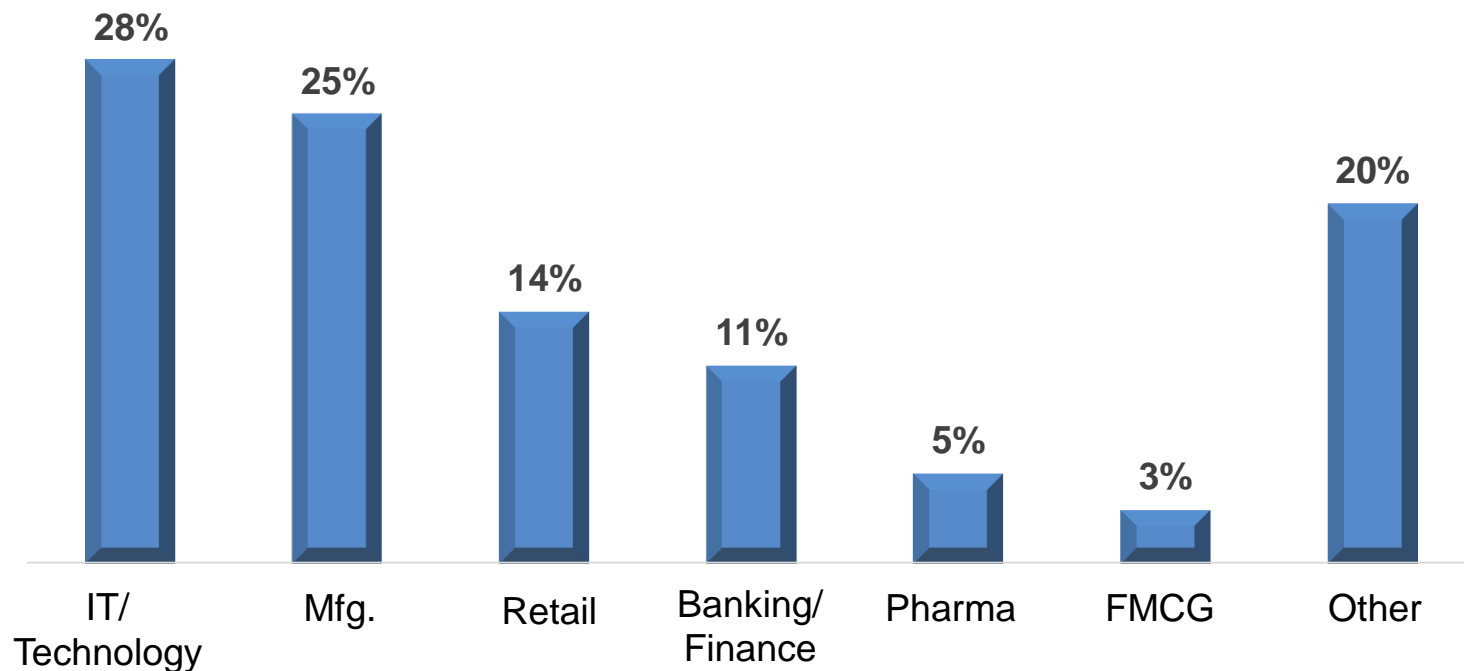
6/24/2016

Do Not Offer Non-Cash R&R



Offer Non-Cash R&R

# Company Profiles: Industries Represented

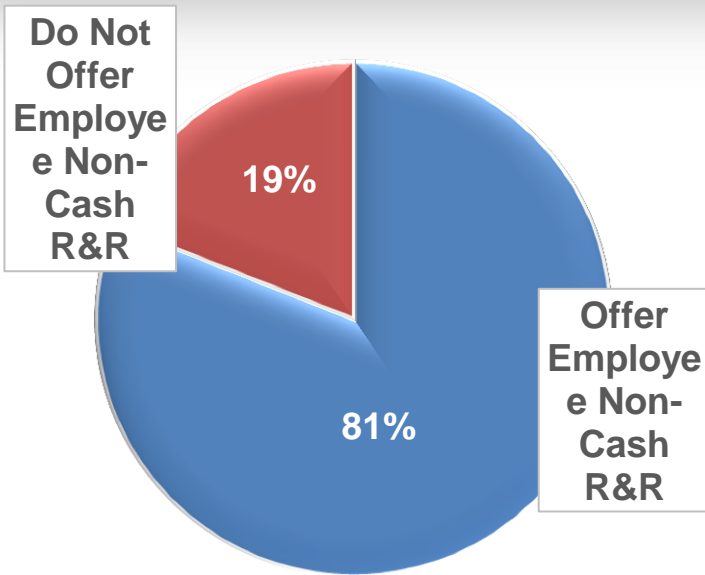


# Non-Cash Reward and Recognition

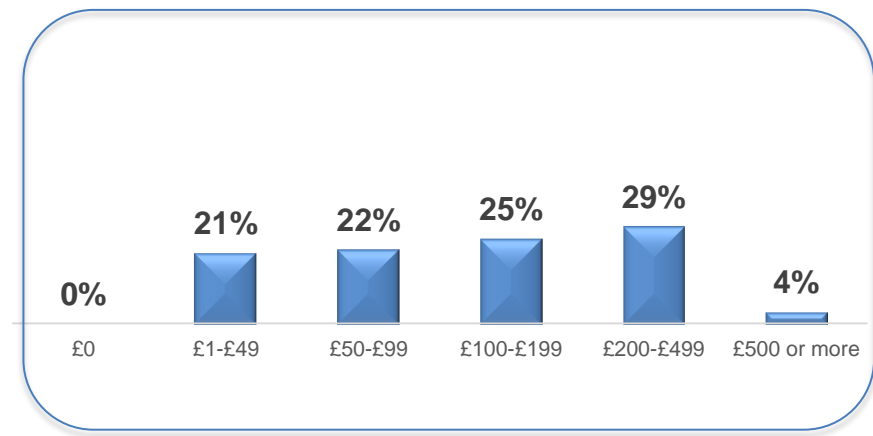
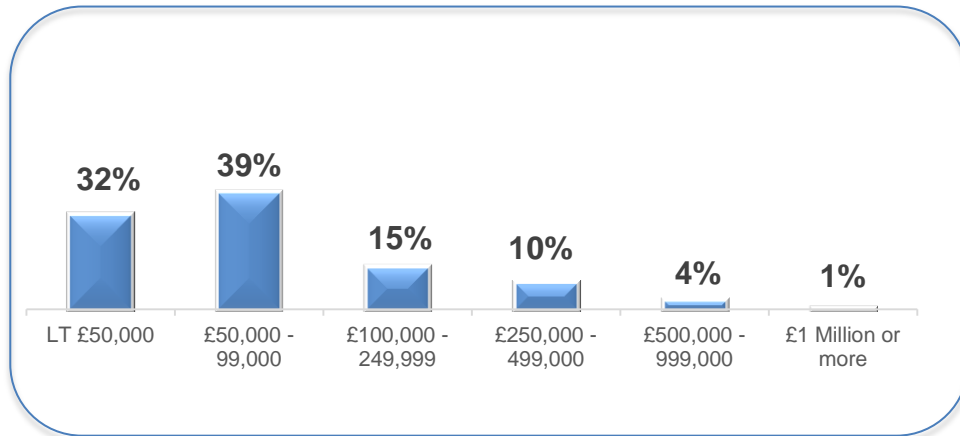
Majorities of U.K. companies offer non-cash reward and recognition to employees, salespeople, distributors/channel partners, and customers.

	Offer Non-Cash Reward/Recognition
Employees	81%
Salespeople	72%
Distributors/Channel Partners	57%
Customers	63%

# Employee Reward & Recognition



- The majority of U.K. companies using non-cash rewards offer them to employees.
- Seven in ten (71%) companies report employee reward and recognition budgets of less than £100,000.

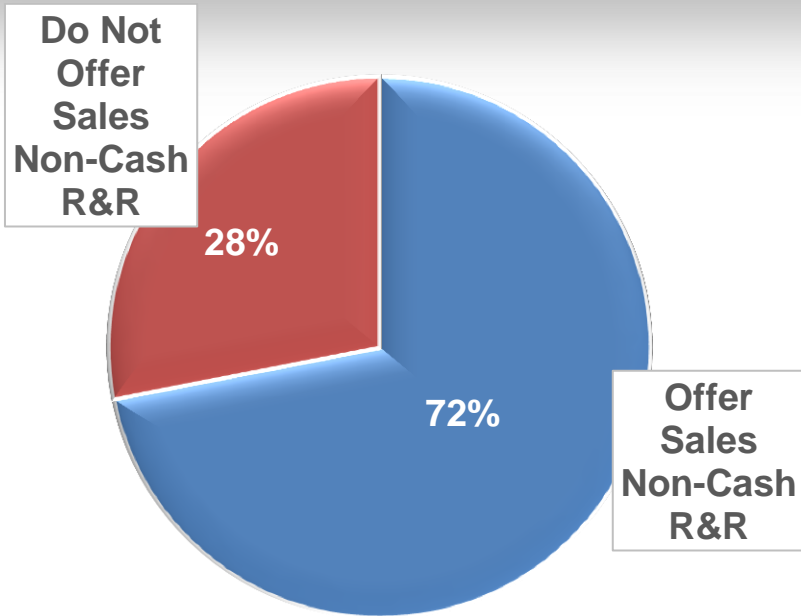


# Employee Programme Features

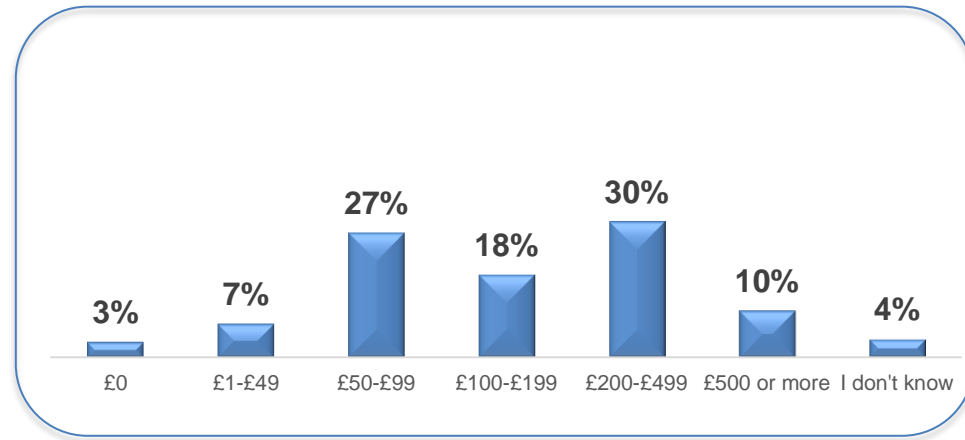
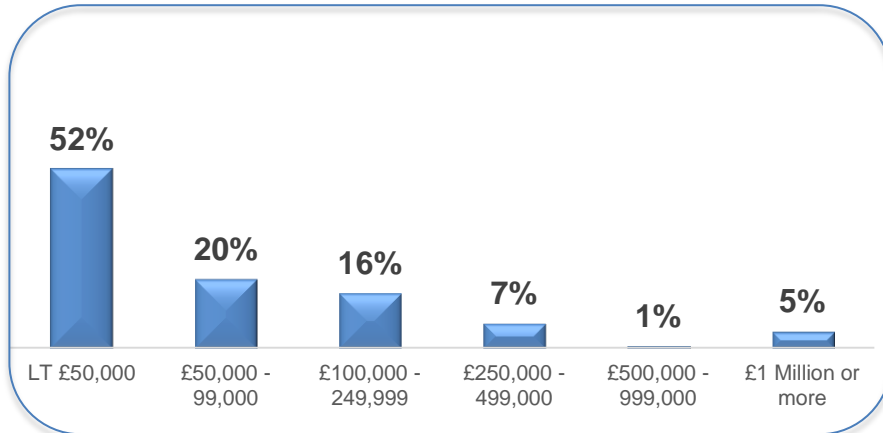
Companies reward their employees for a variety of behaviours/activities; a majority rewards employees for best practices.



# Sales Reward & Recognition



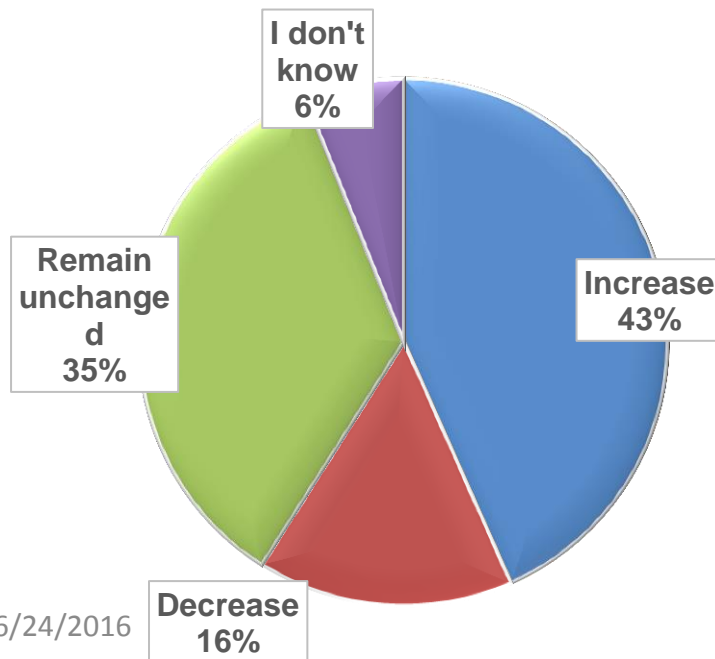
- The majority of U.K. companies using non-cash rewards offer them to their salespeople.
- Seven in ten (72%) companies report sales reward and recognition budgets of less than £100,000.



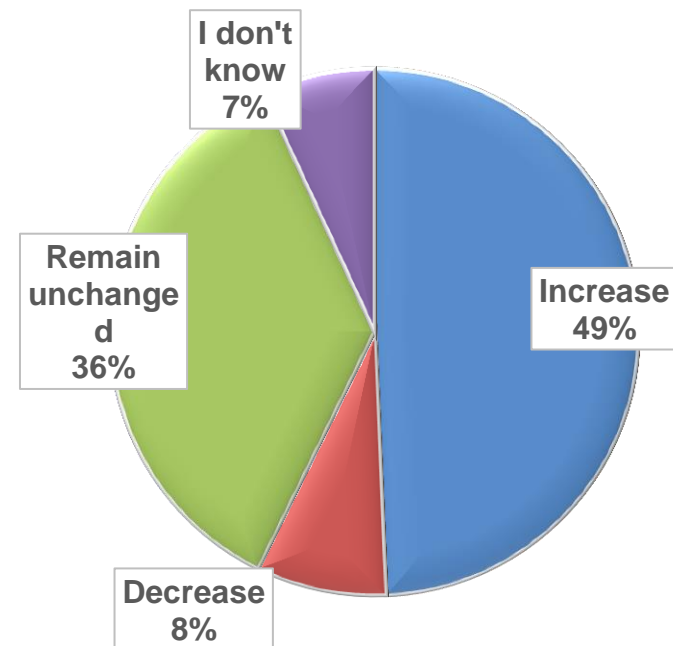
# Anticipated Budget Changes

- A majority anticipate their employee and sales reward/recognition spend will either increase or remain the same in the coming year.

Employee R&R



Sales R&R



# Programme Objectives

Relative to reward and recognition campaigns, prevalent objectives include improving productivity, morale, and innovation.

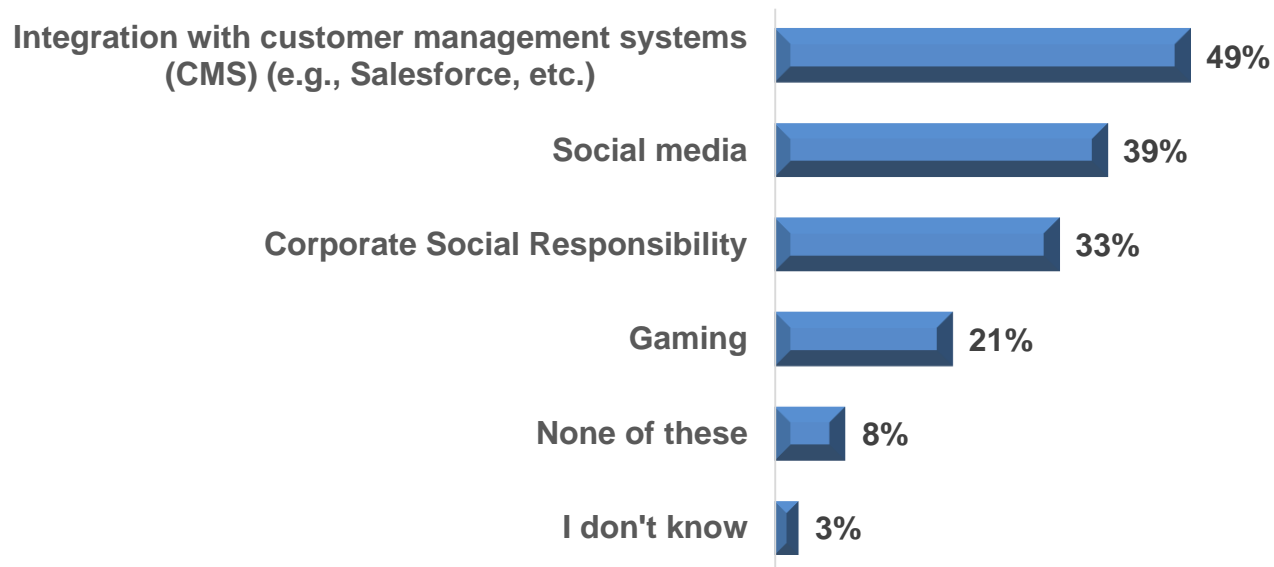


U.K. companies utilise a variety of sales, financial, productivity, employment, and training metrics.



## Top 2 Box

- Half (49%) of U.K. companies integrate their incentive campaigns with CMS, and many employ social media, CSR, and gaming as enhancements.



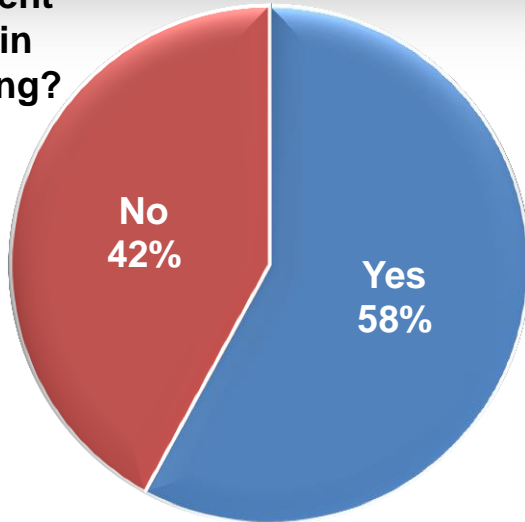
Respondents were asked whether they are involved as purchasers of services related to different types of awards.

- A majority of U.K. companies offer incentive travel awards and half offer merchandise awards.

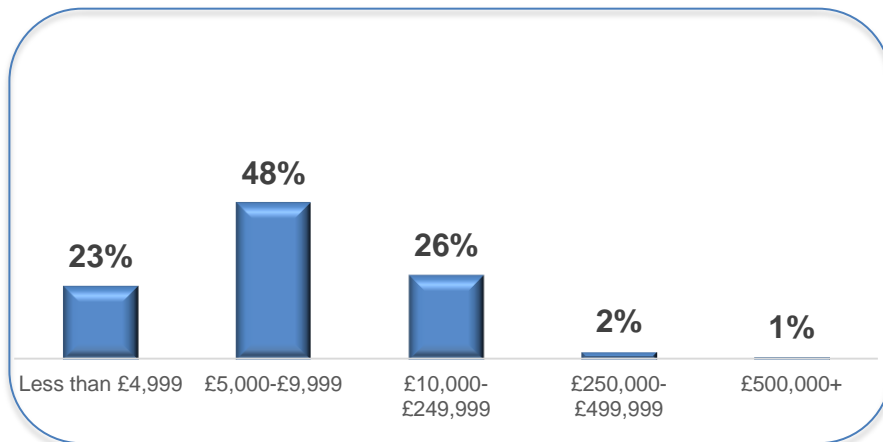
	<b>Involved/ Offer</b>
Group Incentive Travel	58%
Individual Incentive Travel	56%
Merchandise	52%
Prepaid	31%
Digital	37%

# Group Incentive Travel

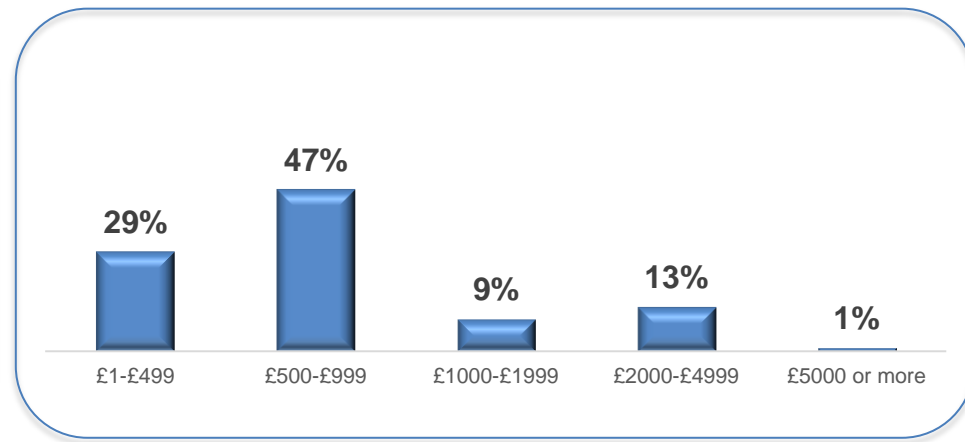
**Respondent  
involved in  
purchasing?**



- Many (58%) U.K. companies offer group incentive travel awards.
- Three-quarters (76%) have per person budgets of £999 or less.



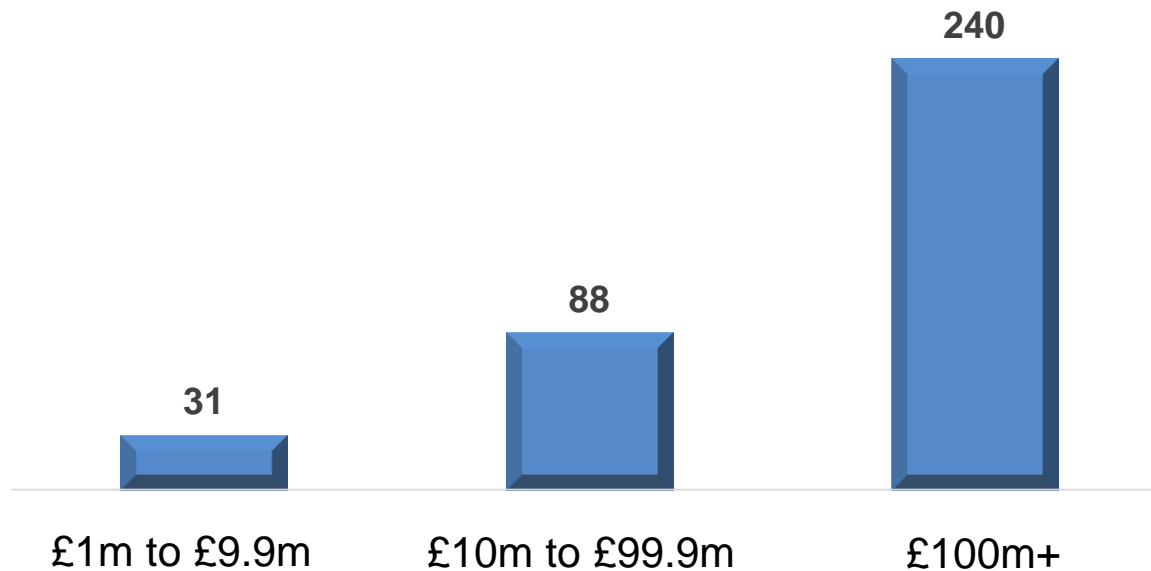
6/24/2016 Group Incentive Travel Budget



Per-Person Group Incentive Travel Budget

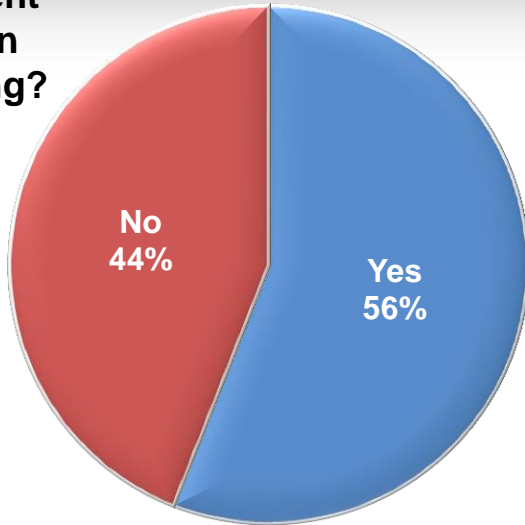
# Group Incentive Travel (2)

- Average group size increases with organisation size.

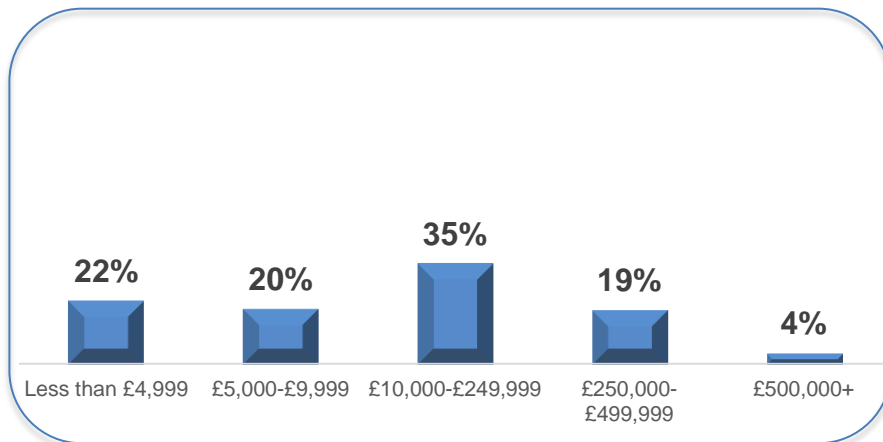


# Individual Incentive Travel

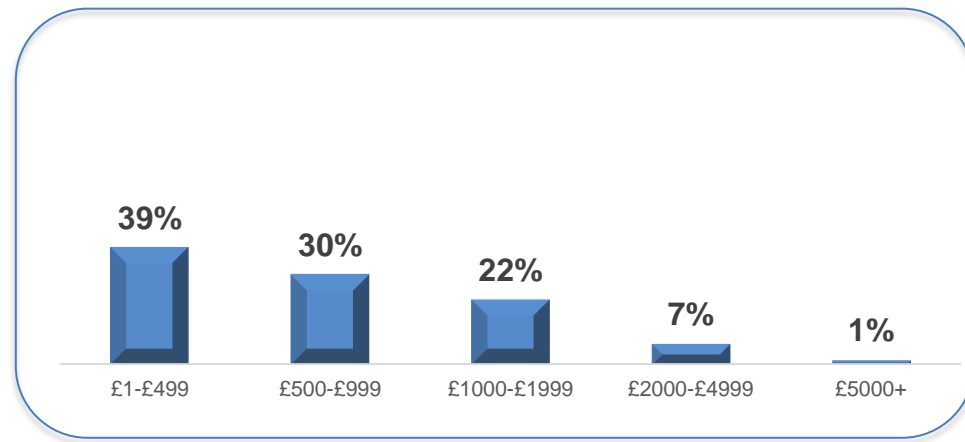
**Respondent  
involved in  
purchasing?**



- Many (56%) U.K. companies offer individual travel awards.
- Most (69%) have per person budgets of £999 or less.



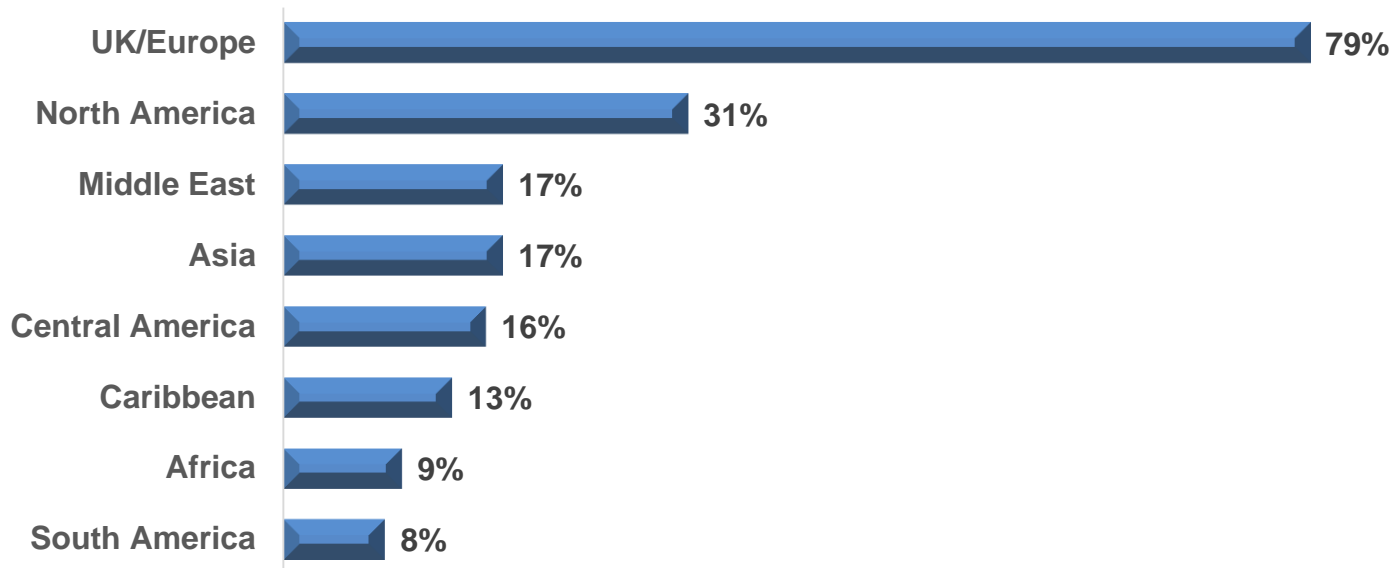
6/24/2016 Individual Incentive Travel Budget



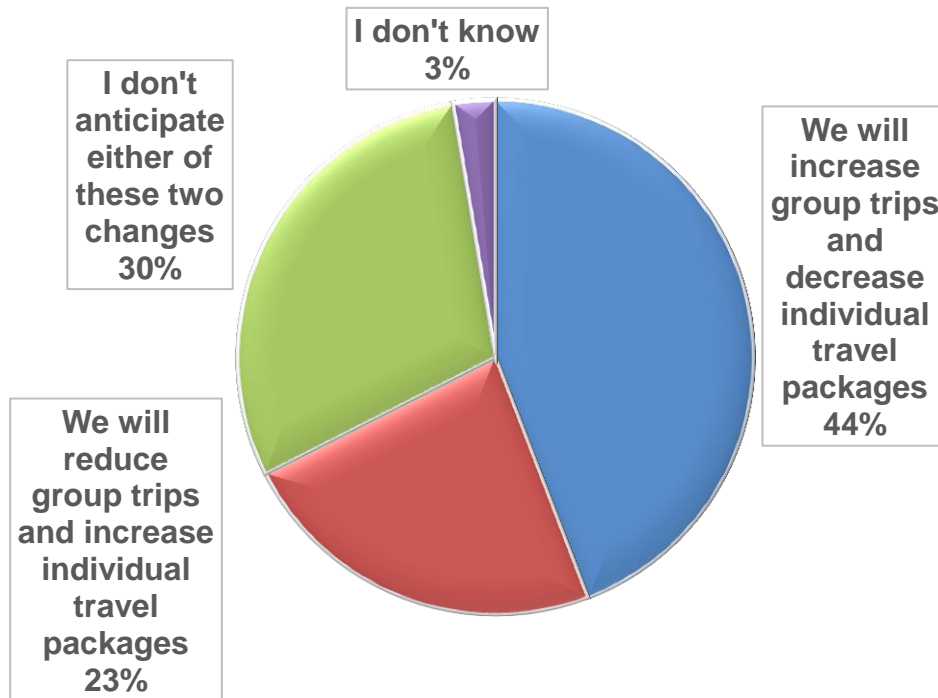
Per-Person Individual Incentive Travel Budget

# Geographic Regions as Destinations

In the coming year, the vast majority (79%) of U.K. companies will choose European destinations for their incentive travel programs.



# Group/Individual Incentive Travel Mix

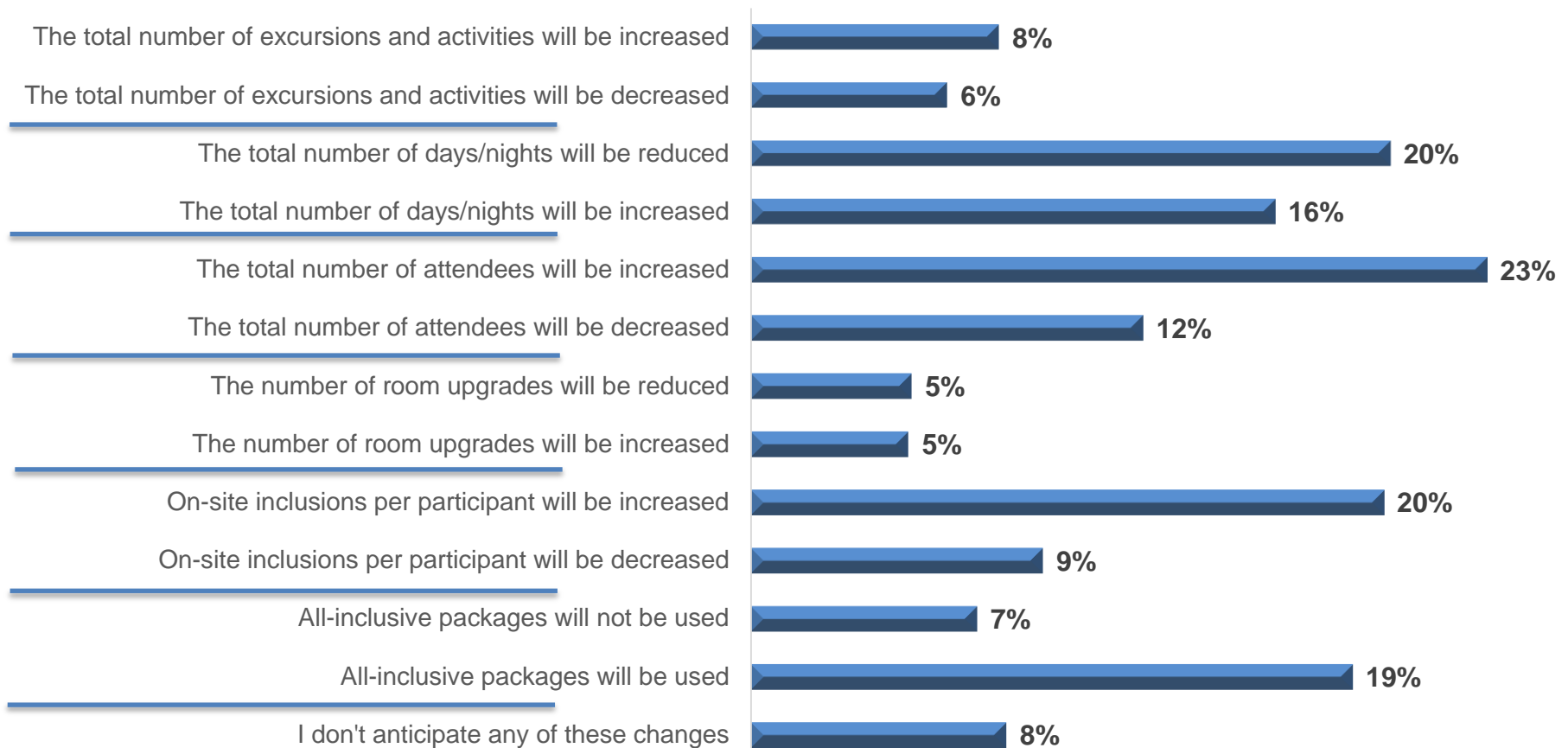


Many U.K. companies expect to change their group versus individual incentive travel mix in the coming year:

- 44% will increase group trips
- 23% will increase individual packages

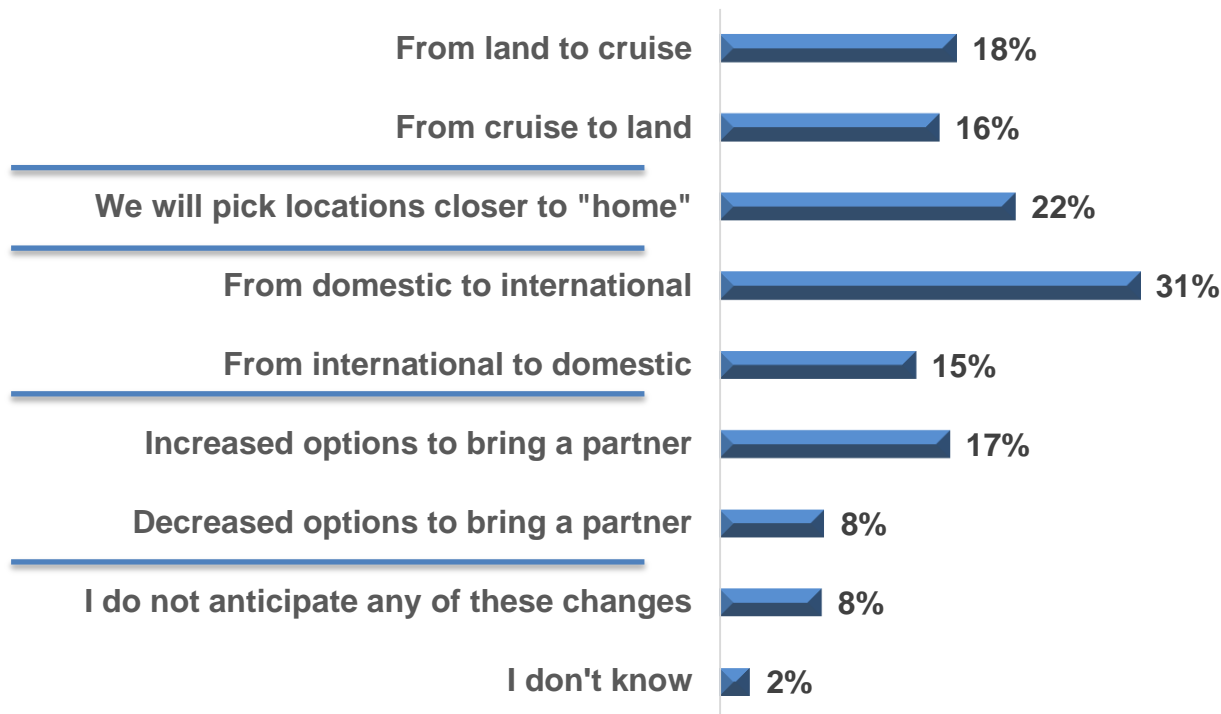
# Anticipated Changes: Incentive Travel Accommodations

U.K. companies anticipate some changes relative to their incentive travel accommodations, as follows:

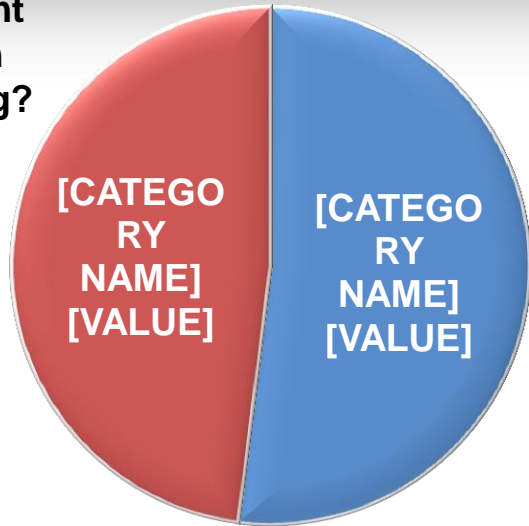


# Anticipated Changes: Incentive Travel Destinations

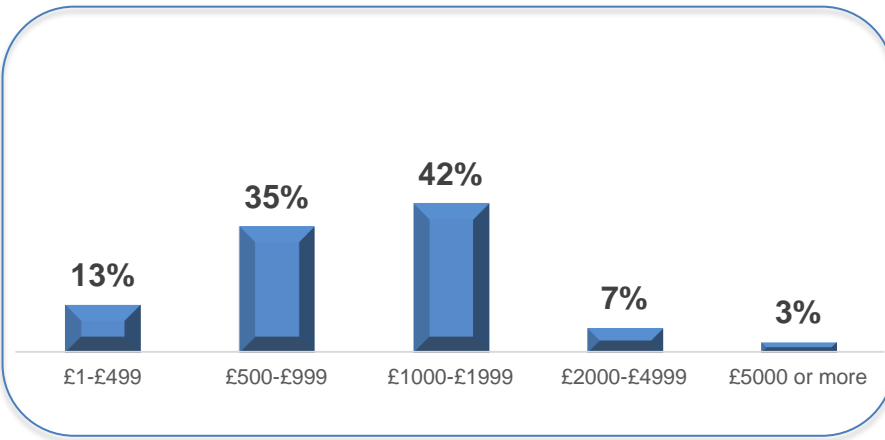
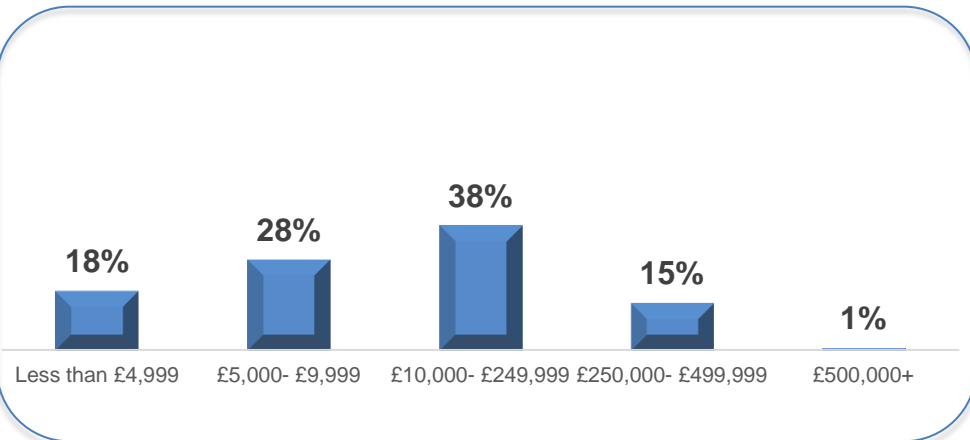
U.K. companies anticipate some changes relative to their incentive travel destinations, most notably increased international destinations.



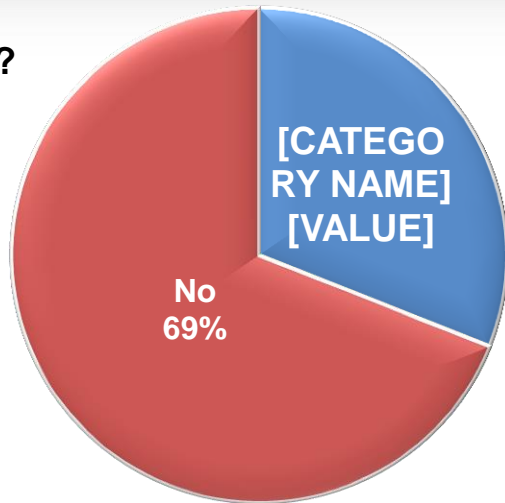
**Respondent  
involved in  
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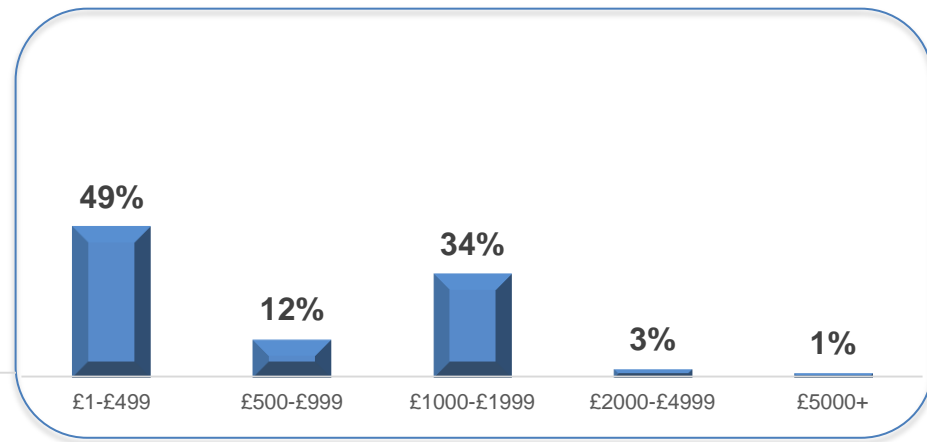
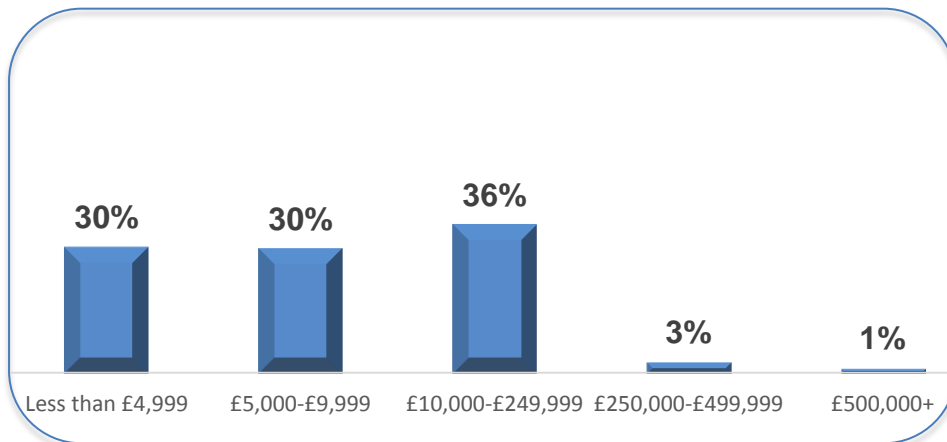
- Half (52%) of U.K. companies offer merchandise awards.
- Half (48%) have per person budgets of £999 or less.



**Respondent  
involved in  
purchasing?**



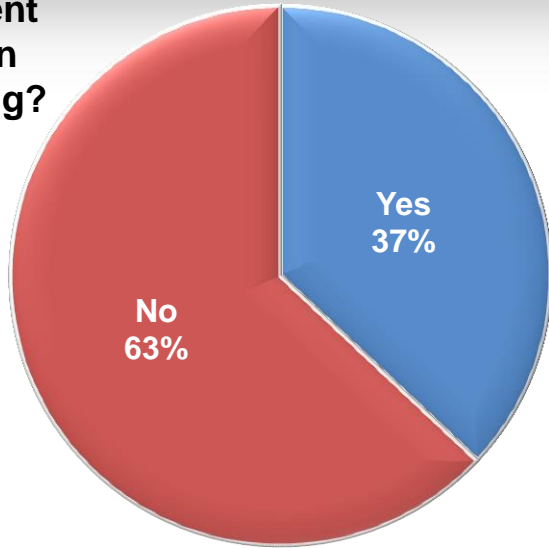
- Three in ten (31%) U.K. companies offer prepaid awards.
- Most (61%) have per person merchandise budgets of £999 or less.



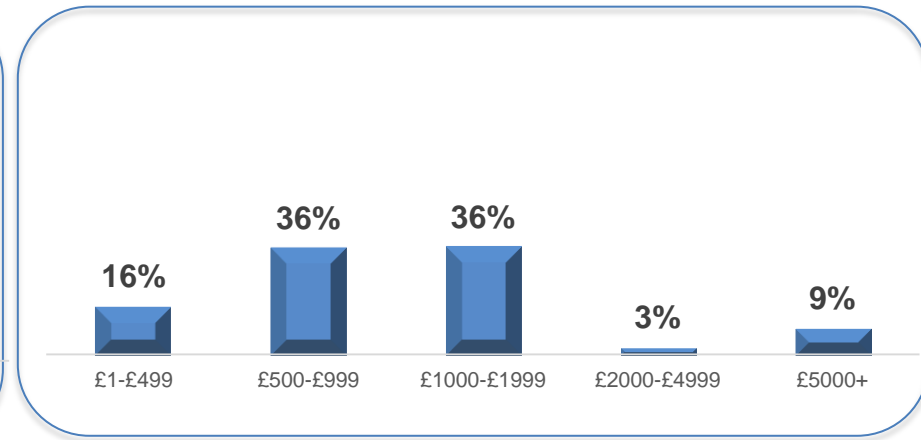
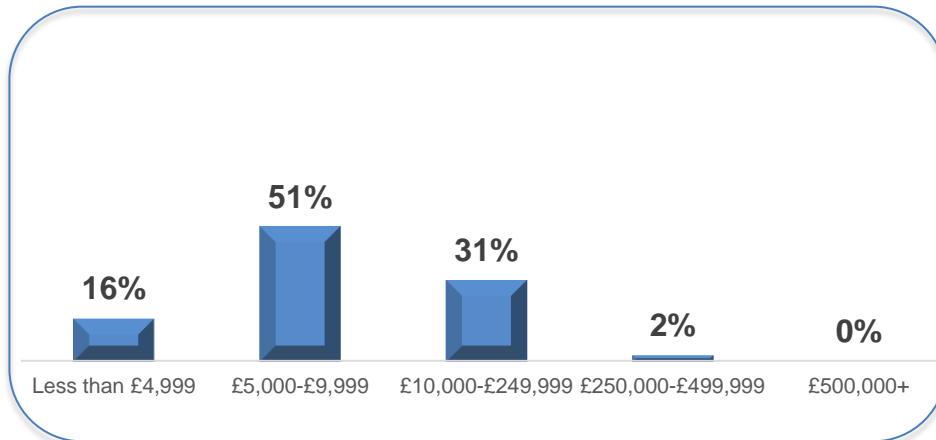
6/24/2016 Prepaid Travel Budget

Per-Person Prepaid Travel Budget

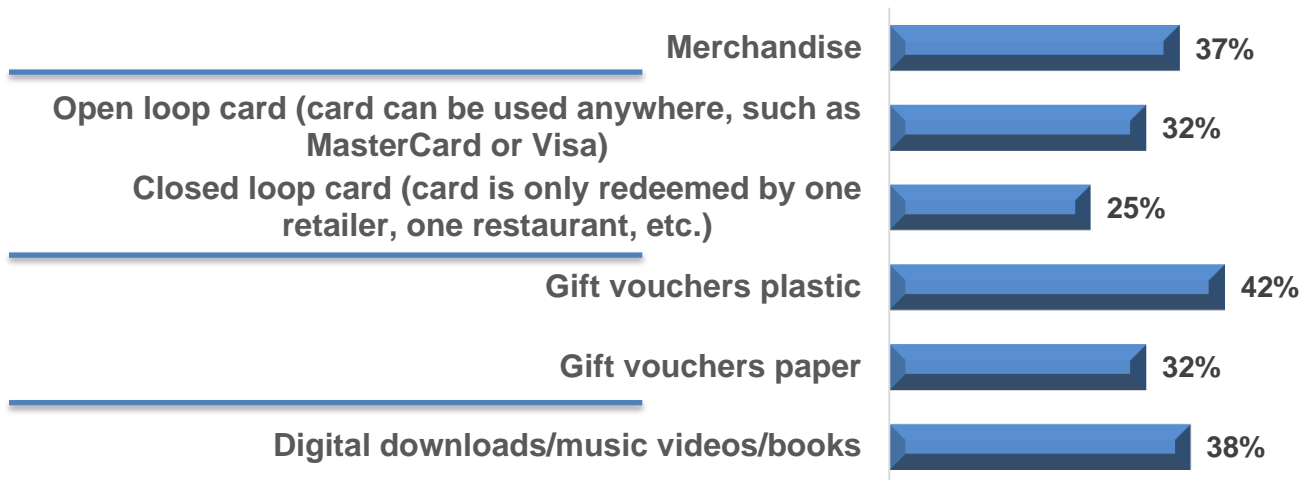
## Respondent involved in purchasing?



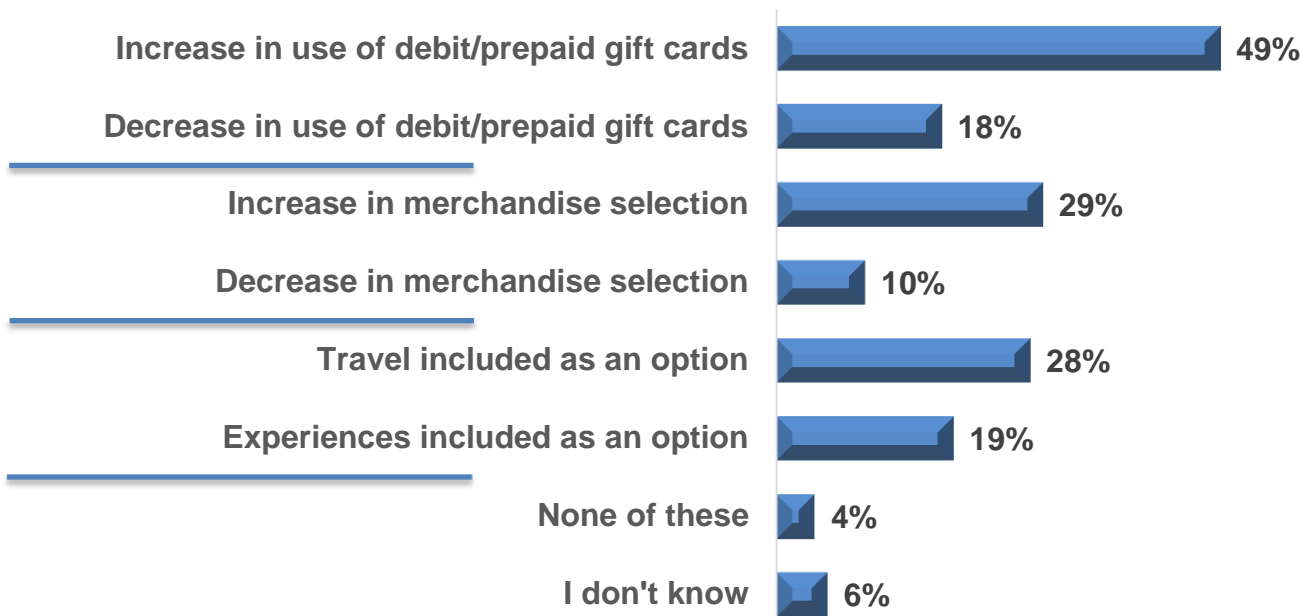
- Nearly four in ten (37%) U.K. companies offer digital awards.
- Half (52%) have per person merchandise budgets of £999 or less.



U.K. companies employ the full range of award types - merchandise, open and closed loop cards, gift vouchers, and digital media.



In the coming year, U.K. firms plan to increase their use of debit/prepaid gift cards and increase their merchandise selection. Some plan to add travel and experiences as options.

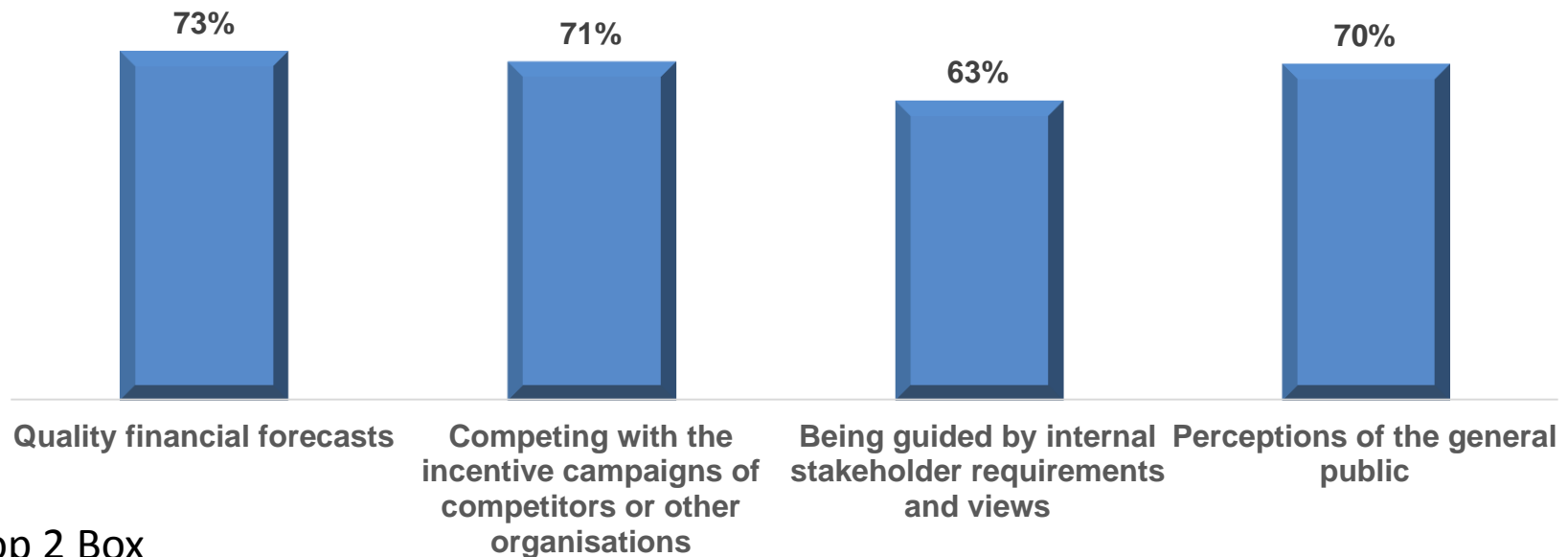


Question: "You have indicated you are involved in one or more of the following types of campaigns: merchandise, prepaid, digital. In the coming year, which of the following changes will be made concerning your campaign strategy(ies)?"

The majority (85%) of U.K. companies work with incentive industry suppliers in some capacity.



- Quality financial forecasts, competing campaigns, perceptions of the general public, and internal stakeholder views are all important to companies' most successful reward and recognition campaigns.



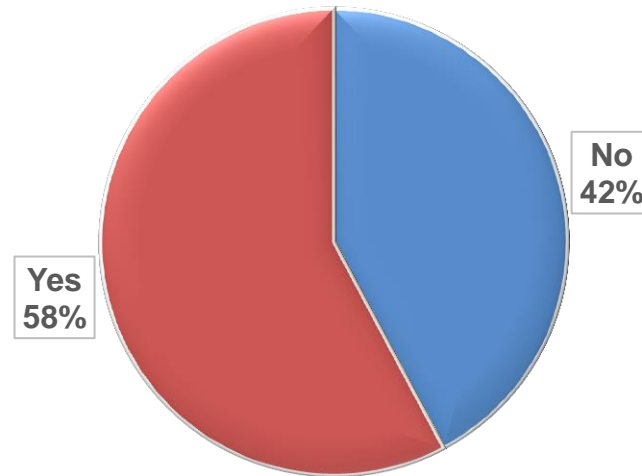
Top 2 Box

6/24/2016

Question: "To what extent are the following relevant to the design and implementation of your organisation's most successful reward & recognition campaign(s)?" (five point scale)

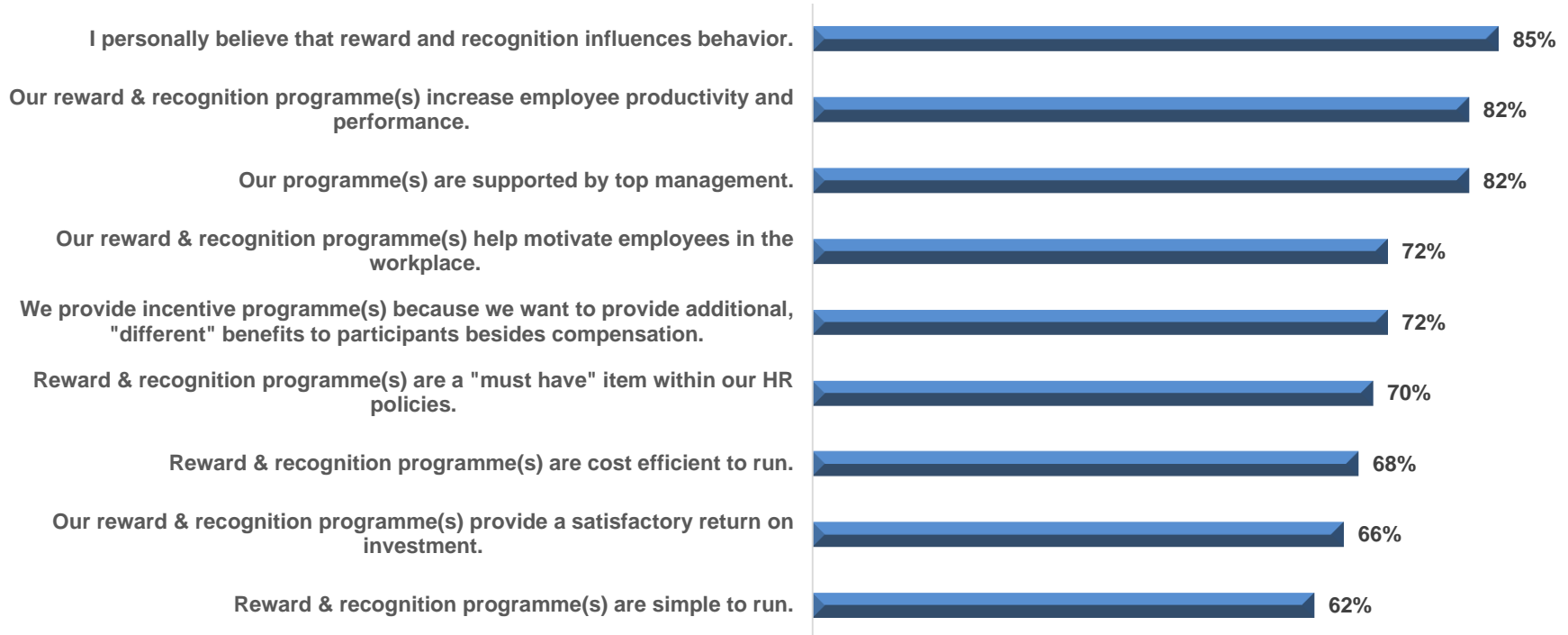
# Awareness of Industry Associations

- Many U.K. reward and recognition programme buyers are unaware that there are industry associations that are resources for design thought leadership.



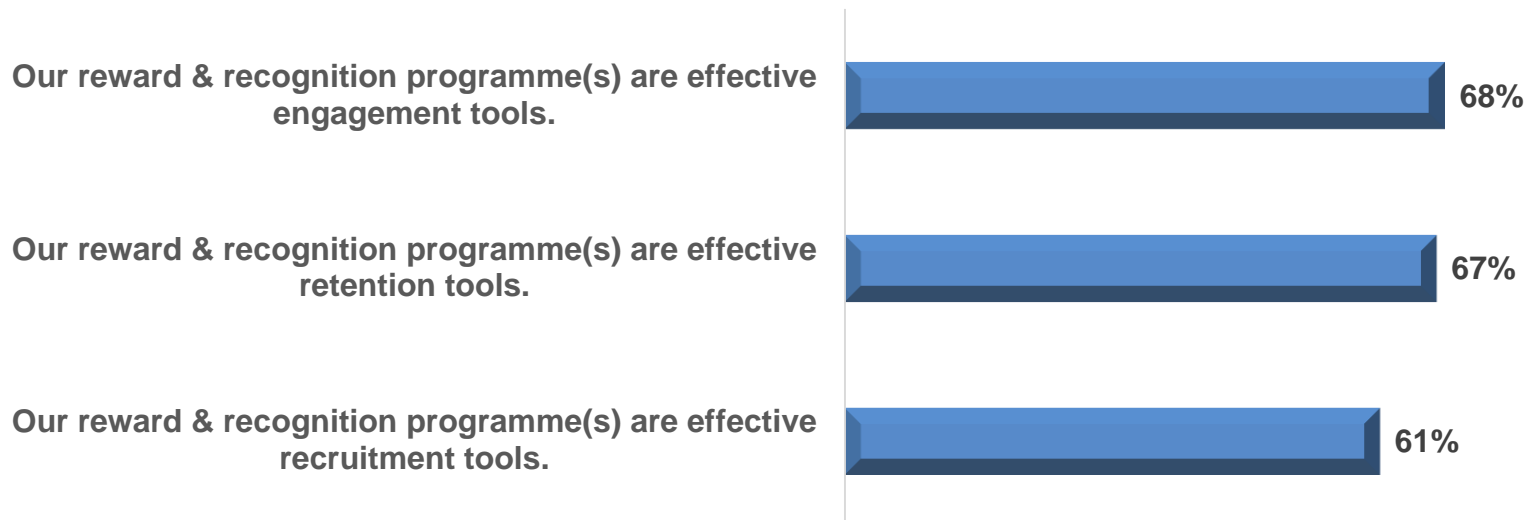
# Attitudes: Reward & Recognition (R&R)

- U.K. company reward & recognition stakeholders believe in the positive influence of programme(s).



## Top 2 Box

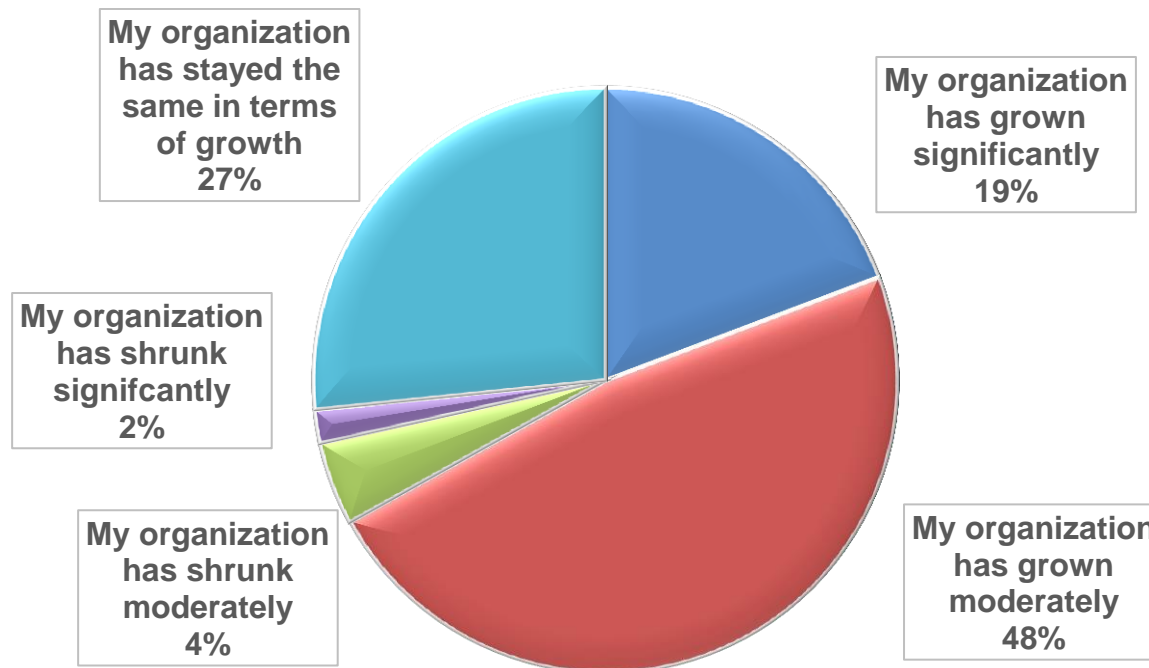
- U.K. company reward & recognition stakeholders believe in reward & recognition as effective engagement, retention, and recruitment tools.



## Top 2 Box

# Company Growth

- Two-thirds (67%) of U.K. companies have grown in the past year.





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**Melissa Van Dyke**  
**President, Incentive Research Foundation**

**April 23, 2015**