

# CUSTOMER INCENTIVES VS EMPLOYEE INCENTIVES

“Where can your business stand to benefit?”



## CUSTOMER INCENTIVES

A system of rewards and recognition used to encourage specific buying behaviors and build personalized relationships with customers.

## EMPLOYEE INCENTIVES

A system of rewards and recognition that motivate employees to excel and take a vested interest in the growth of the business.

## BENEFITS OF CUSTOMER INCENTIVES

- Improving customer loyalty and retention
- Building mindshare and brand awareness
- Collecting valuable sales and marketing data

## BENEFITS OF EMPLOYEE INCENTIVES

- Improving employee satisfaction and retention
- Building a culture of accountability and growth
- Tracking employee performance and collect valuable feedback

## SUCCESS RATES OF CUSTOMER INCENTIVES

75%

The percentage of customers likely to make another purchase after receiving an incentive reward ([Wirecard](#)).

## SUCCESS RATES OF EMPLOYEE INCENTIVES

63%

The percentage increase in employee productivity found at companies with employee incentive programs ([SHRM](#)).

## COMMON INCENTIVE REWARDS

- Gift Card Rewards
- Reloadable or Single-use Debit Cards
- Online Merchandise
- Ticketed Events
- Group Incentive Travel

