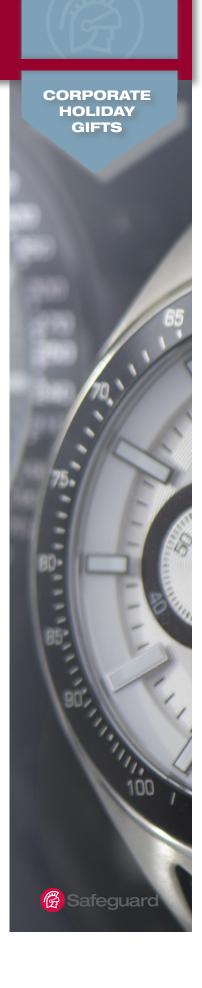# Building Loyalty

More 'Ho Ho Ho', Less 'Oh No No'

Corporate holiday gifts are a great opportunity to build employee loyalty and say "thank you." In an era where only 16% of employees are fully engaged[1] and 25% are actively looking for employment elsewhere[2], corporate gifts can strengthen the employee-employer relationship and create some much needed employee engagement and appreciation. As with any loyalty or engagement tactic, the challenge to effective holiday gifts is to make sure they are relevant, useful and done well.

ONE CUSTOMER'S EXPERIENCE

A North American energy company with 10 locations and more than 600 employees had been working for several years with the same vendor for its corporate holiday gift program. The vendor lacked creativity and focused solely on embroidered apparel. Each of the 10 offices was responsible for ordering the holiday gifts for employees at their location, and some locations presented its employees with gifts that had a higher perceived value than the other locations. This imbalance negatively impacted personnel and the goodwill the gift was meant to create. The energy company's Director of Human Resources requested its employee holiday gift program be taken to the next level and mandated each location offer the same gift. In November, her staff still hadn't decided how to execute on this new direction for the corporate holiday gift program.

THE SOLUTION

A manufacturing, marketing and supply management company with more than five decades of experience worked collaboratively with the energy company and quickly pulled together a solution. It helped them set a price range for the gift to suit the budget, and then useful and thoughtful gifts were reviewed. The goal was to find a gift that made a lasting impression, was tasteful and kept the company's name in front of its employees and customers. Six gifts were selected, not just one, and each had approximately the same value. An order form was created that included pictures of the logoed gifts, and samples were sent to each location, making it easy for employees to understand their options. Employees were given two styles of watches, two styles of sweaters and two styles of jackets from which to choose. The gifts were wrapped and organized by location and sent on-time to the correct location.

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[1]Examining Employee Engagement's Foundation (Modern Survey), February 2015
[2]Employee Engagement and Loyalty Statistics, August 2014

THE RESULTS

Giving a gift that all 10 locations agreed upon could have been a challenge too tall for most. The innovative strategy agreed upon and implemented delighted the Director of Human Resources, the human resources personnel at each location and every employee. So much so, 30 additional items were ordered and paid for by the employees. The goal to make sure the employer was remembered for giving a special gift was achieved, and by tastefully keeping its name in front of its employees and customers with the subtle imprint of its name on each of the gifts, it increased the perceived value of the gesture as well as that of the gift. The corporate gift program was taken to the next level in style, and was efficient and flawless in its execution.

References available upon request.

About Safeguard

Safeguard provides integrated business and marketing solutions and a unified suite of services for a company's go-to-market needs, and all are delivered with the highest level of service. We are an end-to-end, single-source provider designing, manufacturing, fulfilling and distributing from locations throughout North America. Safeguard uses a high-touch and high-tech combination of products, services and solutions. Safeguard Consultants have worked collaboratively with organizations to manage, market and grow their companies for more than 55 years. Our mission is to help businesses acquire and retain customers. Building your brand efficiently and effectively while streamlining day-to-day operations that's the Safeguard way!

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