



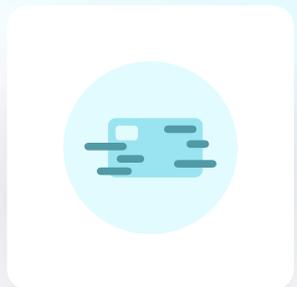
Perkbox uses WeGift to scale its global business



Key Metrics

1,000s of eGift cards sold and delivered

Digital rewards have become one of the most popular methods of rewarding employee contributions.



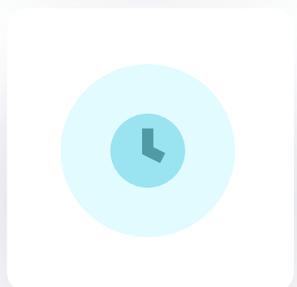
50% increase in gift card sales

Perkbox has used the accessibility of digital rewards to take its gift-card game to the next level.



1,000s of operational hours saved

A simplified route to stock management and ordering has brought an end to manual, time-sapping processes.



About the client



Perkbox, helping employees succeed, in life and at work.

Founded in 2015, the company has become one of the UK's most-loved startups – supplementing its countless perks and employee benefits with services related to medical provision and card-linked offers. The result is an extensive cloud-based platform, offering all the tools for attracting, engaging and retaining a workforce.

- Raised nearly £25 million in funding
- Customers include Nando's, Bosch and Purple Bricks
- Over 250 employees (up from 50 in 2016)
- Headquartered in London, with offices in Sheffield, Paris and Sydney
- One of Europe's 1,000 Fastest Growing Companies - Financial Times

Background

Creating happier workplaces

Gift cards have long been a part of Perkbox and its growth story. They remain one of the biggest transactional drivers of its recognition service, which is used to celebrate and acknowledge special contributions within a company.

A typical exchange might see employees voting for a “star of the month”. The HR officer can then issue a personalised reward to the winner, as if it was coming from them and the company, rather than Perkbox and its reward supplier.

Gift cards are described by Perkbox as “financial wellbeing tools”, ideal for young professionals and those with families. They help with recognising big or small achievements, encouraging positive actions, hard work and loyalty.

Requirement

Digital rewards at the click of a button

Our initial gift card offering consisted only of physical rewards. While many users habitually opt for these types of incentives, their delivery proved slower and more time-consuming than we'd hoped.

The team had grown tired of informing businesses to wait two days for a card to arrive. Perkbox is used by thousands of startups and SMEs; companies that are agile by design, and expect things to happen at breakneck speed.

Perkbox saw eGifting as an opportunity to scale the entire business. We wanted to make it easier for our customers to get the rewards they needed, and from an expansive, diverse network of brands.

After transactional data showed that eGifting would cater for more of our clients, we made plans to retain our physical output while searching for a platform to supply digital rewards instantly, in real time.

Some of the team's other requirements were around ease of ordering, transparency (particularly with regards to stock management), and customer service. In short, Perkbox needed to turn a fragmented, cumbersome process into something that was easy to carry out.

Key requirements

- Self-serve functionality
- Sizeable (and growing) network of brands and rewards
- Complete transparency across ordering and stock management
- Open-value, real-time reward delivery
- Ease of use and integration
- Single point of contact for all brands





Jemma Battison
Partnerships Executive, Perkbox

“Digital rewards offered big positives for both our clients and Perkbox. They formed part of our ambition to become more accessible, agile and transparent.”

Solution

WeGift provides real-time, on-demand access to digital rewards from over 500 brands. Its technology is used by all manner of companies - ranging from affiliate networks to cryptocurrency exchanges - to pay anyone, anywhere, in any amount.

WeGift “Connect” enables employee benefit providers like Perkbox to order and deliver open-value digital rewards in a matter of seconds. It offers complete transparency over the entire eGifting process, with payments, invoicing, reconciliation, delivery and analytics all managed by a single platform.

With each card providing extra value through market-leading discounts of up to 25%, there is no better way of engaging and rewarding employees.

Features

- Market-leading discounts on rewards from over 500 brands
- Personalised email delivery to make staff feel valued
- Automated invoicing and reconciliation
- Real-time analytics for tracking redemption and managing stock
- Streamlined customer service and relationship management

What WeGift delivered

WeGift came as a recommendation from another employee benefits provider. After an extensive period of competitor analysis, there was only one solution we wanted to go with.

Cost is always a big consideration, and the technology offered more value than others. But after seeing how easy it was to fulfill key tasks – ones that represented a drain on our resources – we started looking way beyond the commercials.

WeGift Connect enabled us to download reports and track spend with ease, saving hours over the course of a typical week.

Stock management is simple and pain-free, requiring just one point of contact for hundreds of brands, rather than one for each. We can see what's available on the portal itself and order, instantly, much like you would at an e-commerce store. Instances of running out of stock during busy periods, when your brand contact is out of the office, are a thing of the past.

WeGift's reward library is something that cannot be understated, especially when you're satisfying a client base of 8,000 companies. Everyone is looking for something different and we're now at a point of providing eGift cards before they're requested. This has played a huge part in the success of our Recognition service, which was introduced in 2019.

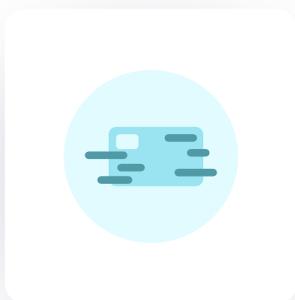
Our trust in WeGift as a partner has also aided Perkbox's global operation. So far, we've been able to provide rewards for our teams in the UK, France and Australia – a huge benefit for us, considering our ambitions for expansion.



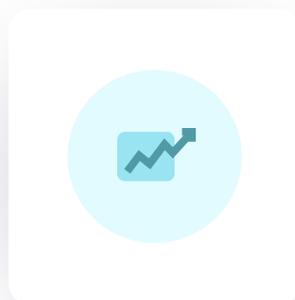
Jemma Battison
Partnerships Executive, Perkbox

“For transparency, innovation, service and rewards, WeGift is unrivalled in the eGifting space.”

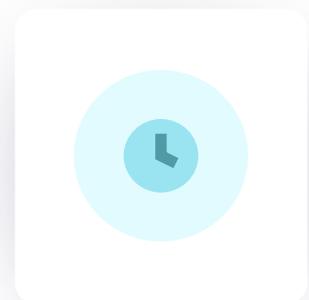
Success in numbers



**1,000s of eGift cards
sold and delivered**



**50% increase
in gift card sales**



**1,000s of operational
hours saved**

Summary

Perkbox saw eGifting as a way of driving growth for its wider business. As an employee benefits provider with digitally native customers, it could not rely on physical rewards to lead the way.

After conducting research on the market, Perkbox found WeGift, which exceeded requirements for delivery, stock management, service, transparency, user experience and more.

Its customers now have a quick, seamless and pain-free method of rewarding their employees, who in turn have hundreds of brands to choose from. WeGift is among a cluster of solutions that has enabled Perkbox to scale its operation, and will play a significant part in its future growth.



eGift cards
re-imagined

Learn more about WeGift Connect

wegift.io/connect



Have a Question?

wegift.io/contact

