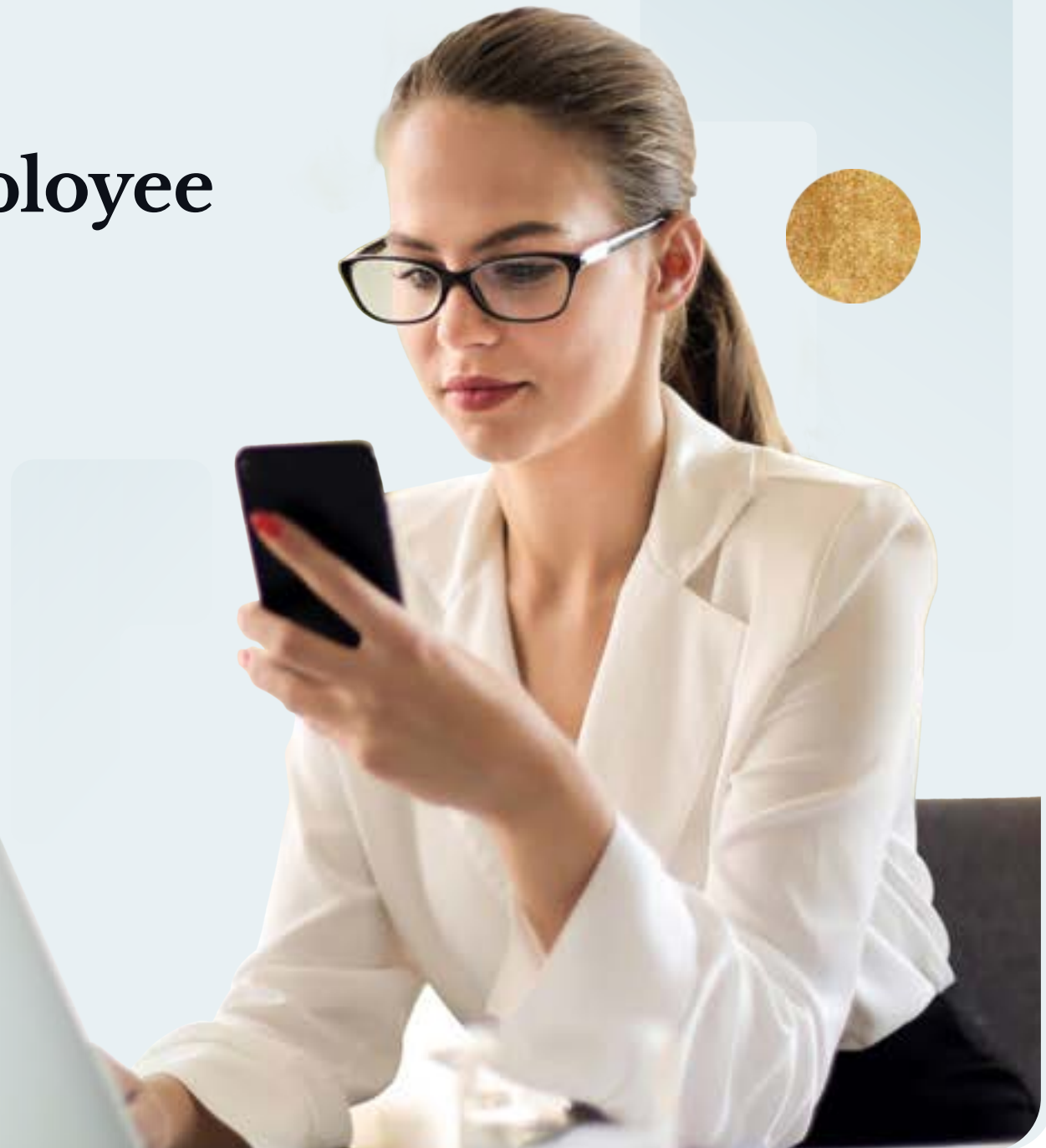


Streamlining Employee Gift Distribution:

100+ Hours Saved

"From the bottom of my heart, thank you! Honest to goodness, this made my job so much easier. December was a difficult month personally, and not having to worry about sending out physical cards made my life so much easier. I'm incredibly thankful for this platform. It's **saved me time, reduced my stress**, and I've had nothing but positive feedback from employees. Thank you again for making this process so smooth!"





Client Overview

The client, a large Canadian not-for-profit organization with over multiple locations across the country, has an annual employee appreciation program. This program traditionally involved providing physical gift cards to employees at various locations as a holiday gift. The organization spans a wide range of employee types, from full-time staff to casual workers, which presented significant logistical challenges in ensuring every employee received the correct gift.

Challenge

The organization faced numerous challenges in distributing physical gift cards, particularly with the physical delivery process, which was time-consuming, cumbersome, and prone to errors. Each year, the Administrative team had to physically print labels, sort cards by location, ensure correct amounts, and manage the purchase and distribution of cards across diverse geographical regions. In the past, the process involved using a prepaid credit card from a U.S.-based provider, and these physical cards had to be sent to staff through couriers, which added additional complexity and cost.

The Canada Post strike in 2024 further exacerbated the issue, highlighting the urgent need for a digital solution to avoid delays and disruptions in the employee recognition program.

Solution

The simplicity of the EverythingCard platform combined with its local Canadian presence, extensive merchant options, and customizable features was seen as an attractive alternative to the prepaid physical credit cards they had been using. The ability to easily distribute cards digitally alleviated the stress and complexity of manual processing and delivery.



Digital Delivery

Eliminating the need for physical cards and the logistics of delivery. This included sites in remote areas of Northern Ontario.



Customizable Amounts

Offering employees the ability to choose from multiple merchants with customizable card values.



Canadian Brands and Broad Choice

Providing a wide variety of physical and digital Canadian merchants for employees to choose from, which is another great option for remote locations.



Personal Touch

Maintaining a level of personal connection with employees via customized messages included with the cards, mimicking the feeling of receiving a handwritten card despite the digital format.

Results



Time and Cost Savings

The transition from physical to digital delivery of gift cards saved weeks of preparation time and reduced logistical costs significantly. What once took weeks to prepare was now completed in a few simple steps with an online upload.



Streamlined Process

The Administrative team no longer needed to manually organize the cards, print labels, or deal with delivery services, both courier and mail, allowing for a much smoother and quicker execution of the gift distribution.



Positive Employee Feedback

The transition to a digital format was well-received by employees. The intuitive system, combined with multiple merchant options, made it easier for employees to redeem their gifts as they could choose where to shop according to their preferences. Though initially concerned about digital cards, employees appreciated the flexibility and ease of use.



Less Stress for Program Manager

The program manager, who had been personally overseeing the distribution process, reported a significant reduction in stress and workload, particularly during the busy December period. Not only did this help during the holiday program, but it also positioned the client to consider using the platform for other employee events, such as summer draws and appreciation weeks.


Conclusion

The client's transition from physical gift cards to EverythingCard's digital solution was a major success. The ability to simplify the employee gift card process, especially during a challenging time like the Canada Post strike, made a significant difference in terms of efficiency and employee satisfaction.

Looking forward, the client plans to continue using EverythingCard for their employee recognition programs, including their upcoming Employee Appreciation Summer campaign in 2025. The platform is expected to be a reliable solution for both their holiday and ongoing employee engagement initiatives.

This case study highlights how EverythingCard helped a large Canadian organization streamline and simplify its employee gift card distribution process, providing both operational efficiency and a more modern experience for employees.



The logo for EverythingCard, featuring the word "Everything" in a standard sans-serif font, followed by the word "Card" which is enclosed in a double-bordered rectangular box.

EverythingCard

Create your account today and start gifting.

Get Started