

# Transforming Corporate Giveaways With Personalization and Efficient Distribution

"The ability to personalize gift cards with our branding and offer our employees and clients a choice of over 100 merchants was a game changer. It really made the experience feel special and meaningful. We're thrilled with how everything turned out".

— Dina, Event and HR Manager, Manufacturing company



# Company Background and Challenges

## Company Profile

A family-owned, third-generation business located in Ontario with 100 employees had a long-standing tradition of corporate giveaways. However, as the company's HR team struggled with bandwidth and capacity, they sought a more efficient and personal solution to reward both employees and clients.

## Key Challenges

- ✓ Lack of personalized branding, leaving gift cards impersonal and unaligned with clients' identity.
- ✓ Limited internal team bandwidth to manage and personalize giveaways.
- ✓ Logistical complexities of sourcing and delivering gift cards, creating a repetitive, inefficient process.

# The EverythingCard Solution



## Personalization

By branding the gift cards, the client was able to add a personal touch to their giveaways, making employees and clients feel more valued. The ability to choose from a variety of merchants provided greater flexibility and enjoyment, improving the overall experience.



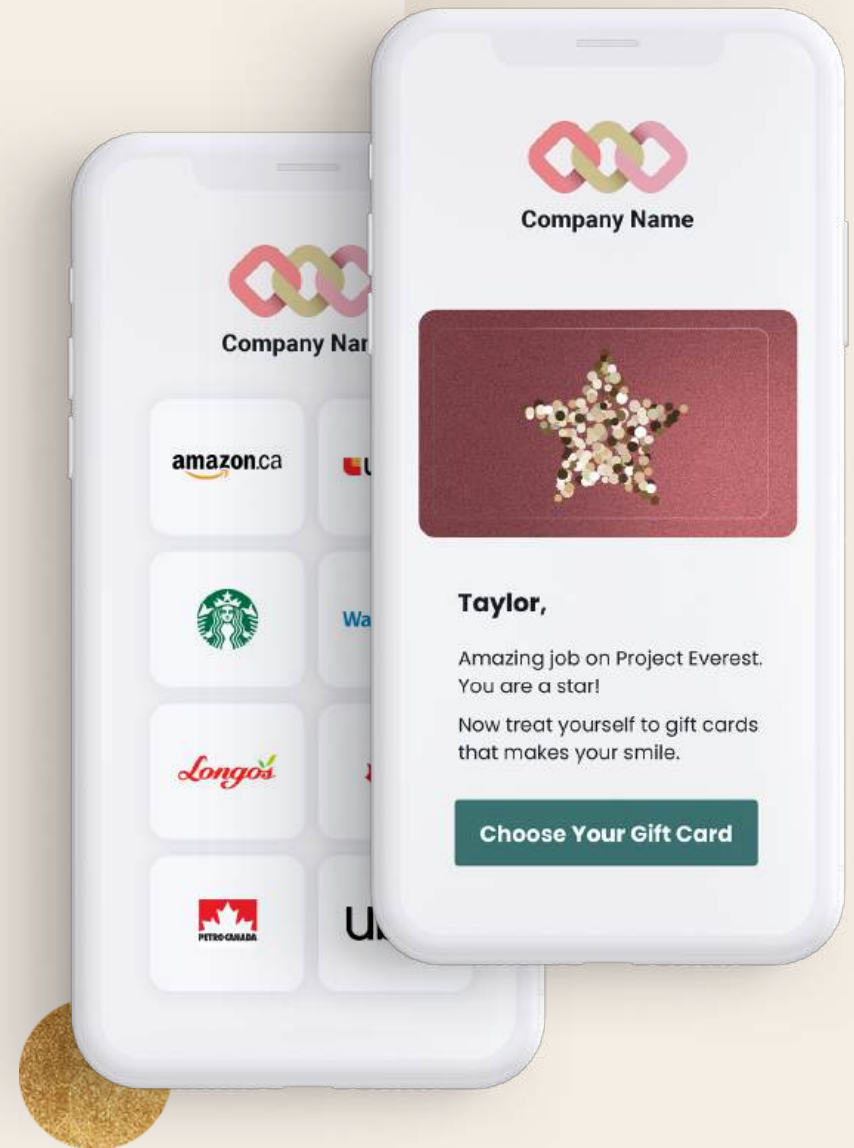
## Streamlined and Time-Efficient Process

The transition to EverythingCard's digital platform significantly reduced the amount of time spent on sourcing and distributing gift cards.

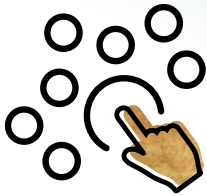


## Employee & Client Engagement

Employees and clients appreciated the personalized touch. The decision to allow employees to select from over 100 merchants meant that everyone could find something that suited their preferences. This was especially appreciated by employees who might not be familiar with digital gift cards.



# Results and Conclusion



**100+**

## **Merchant Options**

A wide variety of  
recipient choices



**100%**

## **Branded Experience**

Fully personalized  
gift cards



**100%**

## **Satisfaction**

Increased employee and  
client engagement

**Everything** **Card**

The company was able to offer personalized, branded gift cards, increasing employee and client satisfaction while streamlining the entire process. By embracing EverythingCard's digital platform, the client was able to improve their corporate gifting process, ensuring that their employees and clients felt recognized and valued.

The logo for EverythingCard, featuring the word "Everything" in a black serif font and "Card" in a black sans-serif font enclosed within a double-bordered rectangular box.

# EverythingCard

Create your account today and start gifting.

[Get Started](#)