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Offer more rewards, more frequently, employees tell employers

By Andrea Davis

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Employees who work at companies that offer incentive programs have two recommendations for improving the programs: Increase the frequency of rewards and offer more reward options, says a new survey.

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According to a recent survey by Staples Advantage, 85% of those who participate in company-driven incentive programs feel more valued at work, while 70% say they are happier and more motivated at work, thanks to their incentive program. Sixty-five percent, meanwhile, say they are more loyal to their company because it offers an incentive program.

The survey results also suggest incentive programs may serve as a recruitment tool, with more than 70% of employees at companies without incentive programs saying they'd love to work for a company that has one.

Among employees whose companies offer incentive programs, the top five sought-after reward categories are travel, electronics, small household appliances, bags and entertainment.

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