

Employee Appreciation Workbook

Creating a comprehensive employee
experience that supports their dynamic needs



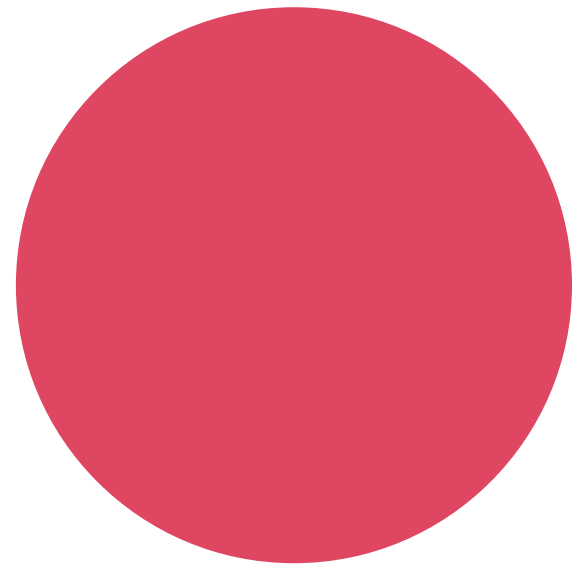
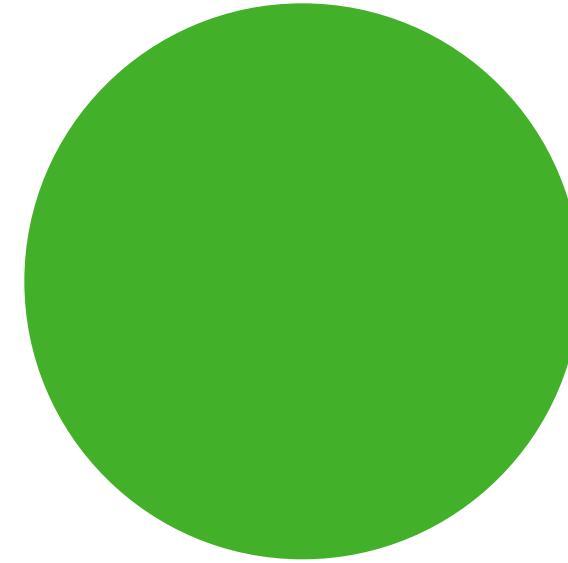
Introduction

Employee needs are complex, and creating a comprehensive employee experience program – beyond just the benefits package – to meet them can be even more so. Everything from salary and discount schemes to wellbeing programs, recognition and rewards and beyond meets some category of employee need – but are you hitting the right ones to support and motivate a diverse workforce?

Abraham Maslow developed a pyramid model to explain the human hierarchy of needs. At the base, we have **physiological** needs – things like shelter, food, water and clothing – which, according to the model, must be satisfied before the next level, **safety and security**, can be addressed. On this level, we are considering a person's wellbeing – mental, physical, financial, nutritional, etc. Once

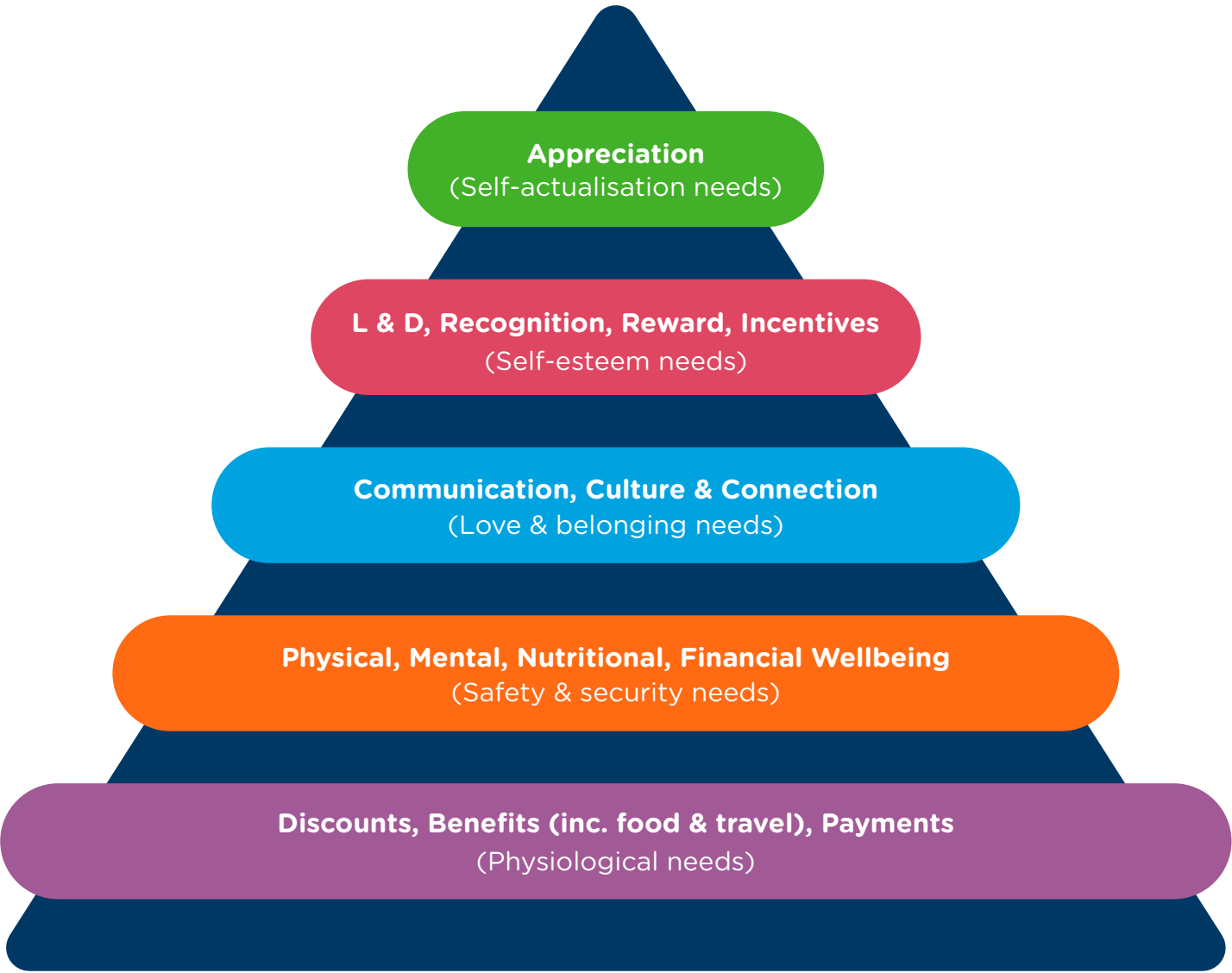
these layers are established, we move into **love and belonging** needs – our instinctual need for connection, communication and shared culture. The next level of the pyramid addresses **self-esteem** needs – the need to be seen, understood and valued. At the top of the pyramid is **self-actualisation** – fulfilment in becoming the best possible version of oneself.

When we published our [Economic Value Study report](#), we developed a sister pyramid to Maslow's model that maps employee benefits to the various tiers of needs they support, which we call the *Total Employee Experience* pyramid. Not only does this allow us to dissect and diversify the support we provide employees, it allows us to foster a more engaged and satisfied workforce.



Outlining the Total Employee Experience Pyramid

Improving the total employee experience, one level at a time



Physiological needs

For those employees looking for a new job, we found 57% cited the need for more money as the driving motivation. While the argument could be made that employees who are treated well become less focused on pay, it is clearly an important way for employers to demonstrate they appreciate employees. Organisations can support their employees' physiological needs in a variety of ways.

Fair Pay

The biggest impact on whether employees can support their and their families' physiological needs is the base pay they receive. While we know benefits are increasingly important for personalising how we support employees, pay is a big factor. If employees feel they are underpaid, it can be hard to build connection and trust, and additional benefits may not make a dent in employees feeling appreciated. If pay rates are a problem for employees, companies will need to confirm they are fair for the location and roles, and then work on messaging to provide this context to employees.



Discounts programs

Economic pressures are a significant stressor for many employees and organisations alike. One way to reduce that pressure is through a **retail discounts program** to save employees money – or put it back in their pockets through cashback options. With options ranging from everyday basics like household goods and groceries to luxury shopping and travel, employees can reduce the strain on their bank accounts – and associate your company with that relief.



Safety & security needs

Safety and security needs address employee wellbeing – physical, mental and financial. Wellbeing is becoming an increasingly powerful way to demonstrate employee appreciation. Desk-based organisations face different (but not fewer) challenges to their deskless counterparts in terms of impact on employee wellbeing, so tailor your offerings to your demographics and industry.

Mental wellbeing

Support employees' mental wellbeing with easy-to-find Employee Assistance Program (EAP) resources, and especially consider making these self-service to protect privacy in sensitive situations. **With 42% of employees saying they don't feel comfortable talking to their manager about their mental health**, looking at higher value benefits like subsidised therapy programs or partnerships with mental wellbeing service providers becomes more necessary than in the past.

Reward Gateway | Edenred partners with Unmind for mental wellbeing, providing access to a vast library of expert-led exercises, courses and tools right from employees' phones.

Physical wellbeing

Physical wellbeing is what typically comes to mind when people hear “wellbeing” on its own – and it's an important element of overall wellbeing! There are so many ways you can support your employees' physical wellbeing, both in and out of the workplace.

- Load up your office kitchen with healthy snacks and beverages to encourage positive dietary choices while on site.
- Offer subsidised gym memberships or discounts on fitness equipment or classes to relieve the financial burden of self-care and bring wellbeing to wherever your employees are.

- Fitness challenges – like those in our **Wellbeing+ app**, for example – are another great way to encourage physical activity in employees while also building community and morale.



Financial wellbeing

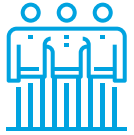
Especially in a tumultuous economy, financial stress can have significant effect on an employee's performance at work. Especially where salary increases are difficult, offering employees an array of financial education resources – such as explainers and guides for superannuation accounts, approaching investments or managing monthly budgets – can be invaluable for employees who need them. Consider hosting educational workshops throughout the year – you can also invite partners your organisation might work with to present their offerings and answer questions in real time.

Find out what questions your employees have and the topics they want to know more about to shape your programs to your actual workforce.

A wellbeing bonus

A wellbeing bonus is a sum of money set aside for employees to use however they want to support their wellbeing. This empowers employees to think beyond the basics to suit their personal, unique lifestyle with endless configurations. While some employees use their wellbeing bonus for exercise equipment or classes, others have used it for instrument repair, hobby supplies and spa treatments. This type of benefit – that puts control in employees' hands – allows for maximum return on investment and value for both the company and the individual.





Love & belonging needs

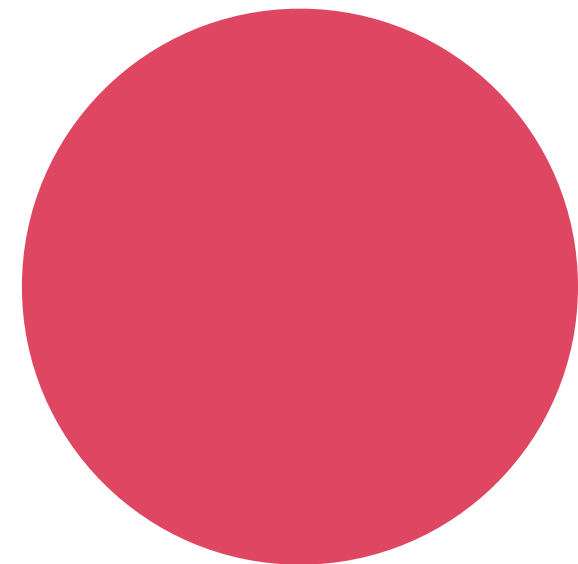
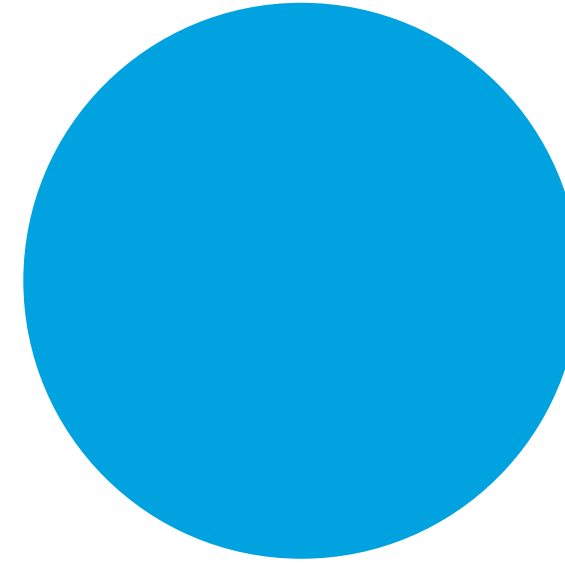
For your employees to feel engaged with your organisation, they have to feel a sense of belonging and connection with the company and their co-workers. In [our research](#), we found that 56% of employees ranked a feeling of belonging at work as more important than a 10% pay raise. While some will happen naturally, and much of this will fall on the shoulders of managers to create, we can't leave it to chance. Building a culture of appreciation includes making sure people have pathways and opportunities to connect and bond with each other.

Team bonding

Organisational culture matters a great deal to the employee experience. And culture is about so much more than ping pong tables in break rooms, on-site perks or the benefits package. It's about how employees are treated, both by management and each other, as well.

Whether your employees are on-site, frontline or remote, host and promote a variety of team bonding or social events – both during and outside of standard business hours to accommodate diverse lifestyles and commitments.

Employee resource groups can also help employees feel connection with a group outside of their direct colleagues. Whether those groups are about who you are (Women's Network or LGBTQIA Group) or what you enjoy (knitting club or running group), ERGs allow employees to personalise the types of connection they have with the company.



Team building

And don't forget to provide insight and training into the different styles of working, different roles and different departments. Helping employees understand the value that IT provides, the impact of a more detail-oriented colleague, or the KPIs impacting the compliance team will help build empathy. Whether you use trainings on work styles, a buddy system or thoughtful communications to build this connection, it will help drive results.

Communications

Employees need to know what's going on within their organisations, to feel connected and engaged. In our Economic Value Study, we found that communications often determine whether employees even know about other types of benefits you offer and so has an outsized impact on employee appreciation levels. If you don't understand how your day-to-day activities fuel business success, it's easy for motivation – and work quality – to deteriorate.

Reward Gateway | Edenred's [employee experience platform](#) not only centralises all of our internal messaging, but it also allows us to segment our blogs to target specific groups of employees, empower employees to share their project updates with the broader company and ensure that important updates are seen and acknowledged.





Self-esteem needs

This tier of employee experience is all about being seen and acknowledged for one's efforts, along with opportunities for growth and professional development. As Maslow would be the first to tell you, a focus here likely means that basic needs are being met, so this is where companies can differentiate with candidates and employees. If they work for you, will they be able to make an impact? Will the company recognise their hard work and achievements and help them grow and advance in their skillsets and careers?

As organisations, employee retention is incredibly important – finding and onboarding replacements is a costly process. Programs that support employee self-esteem and professional growth carry their own costs, but when set against the cost of replacing talent, it becomes easier to justify.



Check out our **Cost of Turnover Calculator** to establish what your organisation is spending on employee turnover!

Recognition and reward

Research over the past several years has been proving the importance of employee recognition and reward – the Haas School of Business found that those who are recognised are 23% more productive. Recognition fuels engagement, which boosts motivation, loyalty and retention. But, more importantly, it makes people feel good. It feels good both to receive and extend words of gratitude – and that positivity has a ripple effect. People who receive recognition are more likely to recognise others and spread joy further.

Reward Gateway | Edenred's **reward and recognition solution** uses eCards to promote organisational values, professional and personal milestones or successes, greetings, well wishes and more. We release new eCard collections for various holidays and events throughout the year, such as Valentine's Day and Employee Appreciation Day. We also believe in the power of reward – when a simple “thank you” just isn't enough. Through our Reward Marketplace, employees have access

to hundreds of retailers at which to spend their rewards, giving every employee the power to choose their own reward, whether that's a special treat for themselves, a charity donation or company swag.

Learning and development investments

Many employees, especially those in younger age brackets with less job experience under their belts, crave opportunities for growth and skills acquisition and development – even certifications that relate to their job roles. These trainings and certifications – as well as industry conferences or events – allow our employees to improve their skills and expertise, which helps them perform better in their roles and advance their careers. When you support your employees' drive to learn and grow, the organisation benefits from longer tenures and retained institutional knowledge.



Achieving self-actualisation

Self-actualisation is the peak of Maslow's pyramid, attainable when the preceding layers are supported. This pinnacle of the employee experience is where individuals can pursue their passions, innovate and contribute meaningfully to the organisation.

Appreciation

When employees have their needs met, when they feel appreciated at work, they are better able to achieve self-actualisation. This fosters a sense of belonging and value among employees. When people feel recognised *beyond* their contributions, it boosts their self-esteem and motivates them to strive for excellence. When employees' unique needs are being met – physiological though self-esteem – companies create a culture that appreciates their employees as complete people.

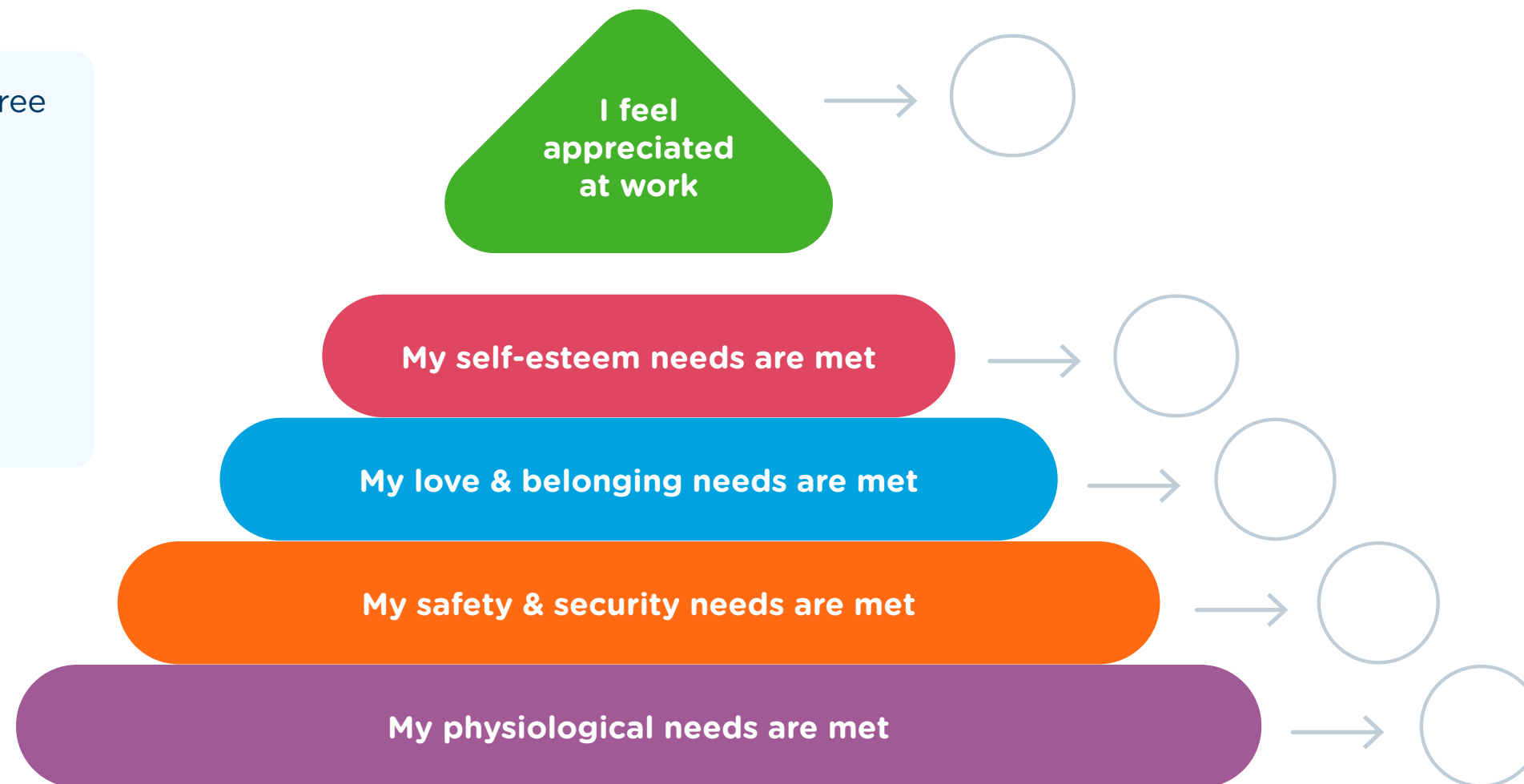
By cultivating an environment where appreciation is woven into the fabric of the workplace, organisations empower employees to embrace their strengths, pursue their passions and ultimately reach their full potential. When appreciation flows freely, it not only enhances individual morale, but also strengthens team cohesion and drives overall organisational success.



Building a Culture of Appreciation: Action Plan

Step 1: Rate each level of the Employee Experience Pyramid based on whether your employees would agree those needs are being met. If you have an employee population that is more at risk, consider thinking of their perspective alone when completing this exercise.

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree



Step 2: Consider the specific strengths and opportunities for each of the following levels, paying particular attention to those levels that employees would rate as less effective.

Physiological needs

What does the company already do that contributes to employees' physiological needs being met (e.g. fair pay, discounts platform, etc.)?

Are there any groups of employees for whom this type of need requires increased focus (e.g. call center reps, drivers, supervisors, etc.)?

What physiological benefits or supports could you promote better or add to strengthen the physiological part of your culture of appreciation?

Safety & security needs

What does the company already do that contributes to employees' safety and security needs being met (e.g. physical wellbeing programs, mental wellbeing resources, etc.)?

Are there any groups of employees for whom this type of need requires increased focus (e.g. call center reps, drivers, supervisors, etc.)?

What benefits or supports could you promote better or add to strengthen the safety and security part of your culture of appreciation?

Love & belonging needs

What does the company already do that contributes to employees' love and belonging needs being met (e.g. communication strategies, ERGs, team building, etc.)?

Are there any groups of employees for whom this type of need requires increased focus (e.g. call center reps, drivers, supervisors, etc.)?

What benefits or supports could you promote better or add to strengthen the love and belonging piece of your culture of appreciation?

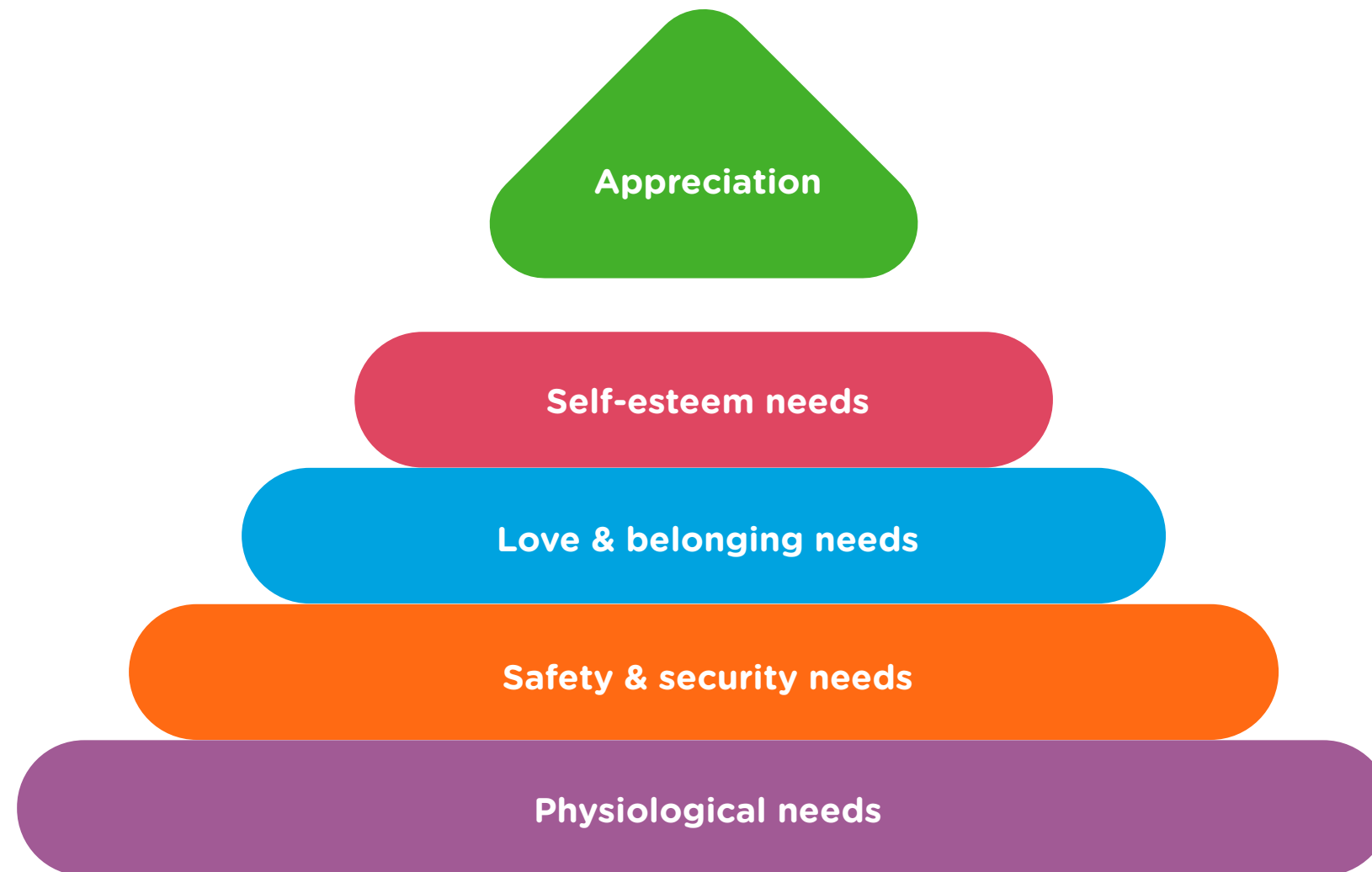
Self-esteem needs

What does the company already do that contributes to employees' self-esteem (e.g. recognition, rewards, learning and development, etc.)?

Are there any groups of employees for whom this type of need requires increased focus (e.g. call center reps, drivers, supervisors, etc.)?

What benefits or supports could you promote better or add to strengthen the self-esteem of employees and enhance your culture of appreciation?

Step 3: Prioritise a few new or improved benefits or programs that should be your focus to create a stronger culture of appreciation for all employees or employees in groups that are most at risk. Pay particular attention to those levels that you believe employees would rate as least effective.



A little more about us:

10m+ employees
use our employee
experience
solutions

6,000+ clients
trust us with
their employee
experience strategy

We're in
7+ offices
around the
world

Our RGER team is
1,000+ strong
and growing



About Reward Gateway | Edenred

Reward Gateway | Edenred helps companies engage, motivate and retain people – every day, all over the world.

Our unified employee experience hub provides the best of recognition, rewards, wellbeing, surveys, benefits and discounts that support talent acquisition, retention and values-driven growth.

Get in touch with us to learn more about Reward Gateway | Edenred solutions:

rg.co/contact
rewardgateway.com

