



Simplify Global Gifting

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Embracing a Global Workforce

If you're working to stay ahead of the pack, you likely have a diverse, distributed workforce that includes a combination of:

- Staff who work exclusively in the office
- Staff who work remotely some, or all, of the time
- Satellite offices in the most opportune talent markets around the world
- Trusted freelance talent who may reside in different countries and time zones

Sound familiar? While these globalized talent strategies are good for business,

they can make people management, employee engagement, and ultimately, employee retention a bit (okay, a lot!) more challenging.

It's a fine balancing act to ensure that ALL employees feel **valued, recognized, and satisfied with their work**. Intrepid leaders (like you!) need to create inclusive strategies that ensure all employees feel included and appreciated.¹ That means updating and adjusting important employee engagement practices to foster a culture of equitable recognition and value – no matter where your team is located.



Enter Employee Gifting

The data is indisputable. Employee gifting, done well, as a tool of employee recognition, improves employee engagement and retention:

80%

of employees felt that corporate gifts **motivated them** to meet or surpass their performance targets.²

20%

of employees said that gifts **helped them feel more connected** to their employer.³

92%

of workers agree that when they're recognized for a specific action, they're **more likely to take that action again**.⁴

How can you reap these benefits on a global scale? How can you deliver the same impactful experiences to employees who are in the office, down the street, and across the pond? Glad you asked!



The Keys to Simple, Effective Global Gifting

Here are our best tips for making global gifting simple *and* effective.

Source Gifts Thoughtfully

A cozy winter blanket may be a great holiday gift for your folks in Canada, but a total flop for your Australian staff who celebrate Christmas in the summer! Be sure to consider these particulars when selecting gifts for employees who reside elsewhere.

In the same vein, double check shipping and customs requirements - depending on the supplier, food-focused gifts, for example, may not be appropriate or available to send to your international employees.

SIMPLE TIP:

Save the hassle and enable employees to pick their own gifts: 68% of people said they prefer a gift they can pick out themselves.⁵ By offering employees choice, you can ensure everyone ends up with something they'll love. Bonus: using a system like PerkUp will only show employees gifts that are available in their region.

Give Experiences

Giving *experiences* is becoming increasingly popular - dinner out, a hot air balloon ride, a trip to Paris! These gifts are guaranteed to delight.

Find experiential gifts that are available locally for all employees or that include travel expenses or arrangements.

Source Low-Cost Shipping

Don't make the mistake of spending more on shipping than the gift itself!

Choose a platform with strategically located fulfilment centers and low minimum order sizes to ensure you're saving on shipping costs.

If you're mailing gifts DIY-style, be sure to plan ahead for cut-off dates and delivery windows to prevent paying for rush shipping. If your organization already sends a lot of mail, consider negotiating with your provider to get the best rates.



Get The Timing Right

The experience of receiving a gift from the employer matters. It's with repeating: the moment of receipt *matters*. When celebrating a holiday or milestone, all employees should receive their gifts on the same day, ideally at the same time.

All gifts should come with a personalized note to add impact and resonance.

If you're asking managers/leaders to handwrite physical cards, ensure you're allotting time for this well in advance of shipping deadlines.

Ensure that all gifts are shipped in the appropriate mail class with tracking numbers to maximize the chances that your international gifts will arrive on time. (Expect delays around the holidays!)

SIMPLE TIP:

Using an employee gifting platform like PerkUp enables you to pre-schedule gifts. All employees receive a gift email at the exact right time with a personalized note and a megawatt moment of recognition.



Build a Simple, Streamlined Process

Managing addresses, packing, shipping, customs declarations, tracking, and timing employee gifts is all made more complicated when involving a globally distributed workforce.

Take the time in advance of a holiday or recognition event to ensure you've codified a system that works for your team.

SIMPLE TIP:

Completely cut out the possibility for human error by using a gifting platform like PerkUp. Using this system, employees around the world will all receive their gifts at the exact same time and are then asked to enter gift selections (if applicable) and mailing addresses. The only components your team needs to manage is epic gift selection and scheduling.



How PerkUp Helps

Making each of the above dreams a reality is exactly what PerkUp does (and loves to do!) for HR teams around the world.

Unlock the following functionality with PerkUp:



Use easy dashboard and data management tools to take the guesswork out of global gift-giving logistics. Log-in, select, schedule, and check it off your list.



Add fun, customizable notes and GIFs to make each gift truly unique.



No minimum orders means you can source unique gifts for individuals or teams, and instantly recognize an employee for being amazing. No sizing hassles, no storage required, no stress!



Get instant, transparent information on shipping fees and timeframes.



Allow employees to choose their own gifts from a large selection of wow-worthy, regionally-available gifts.



Have the ability to ship gifts globally AND access international options that support local economies around the world.



Be a Global Giver

Don't let the potential challenges of global gift-giving stop you from delivering delight to your employees, wherever they call home! PerkUp handles all the hard stuff, while you enjoy all the fun of giving great gifts to incredible, hard-working folks who deserve a special thank-you.

Connect with the PerkUp Team today to think big, and then even bigger, about employee gifting. The world is waiting!

REQUEST A DEMO

1 deloitte.com/us/en/insights/deloitte-review/issue-22/diversity-and-inclusion-at-work-eight-powerful-truths.html?zd_source=hrt&zd_campaign=5328&zd_term=chiradeepbasumallick

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4 business2community.com/human-resources/how-employee-recognition-systems-improve-productivity-02304926

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