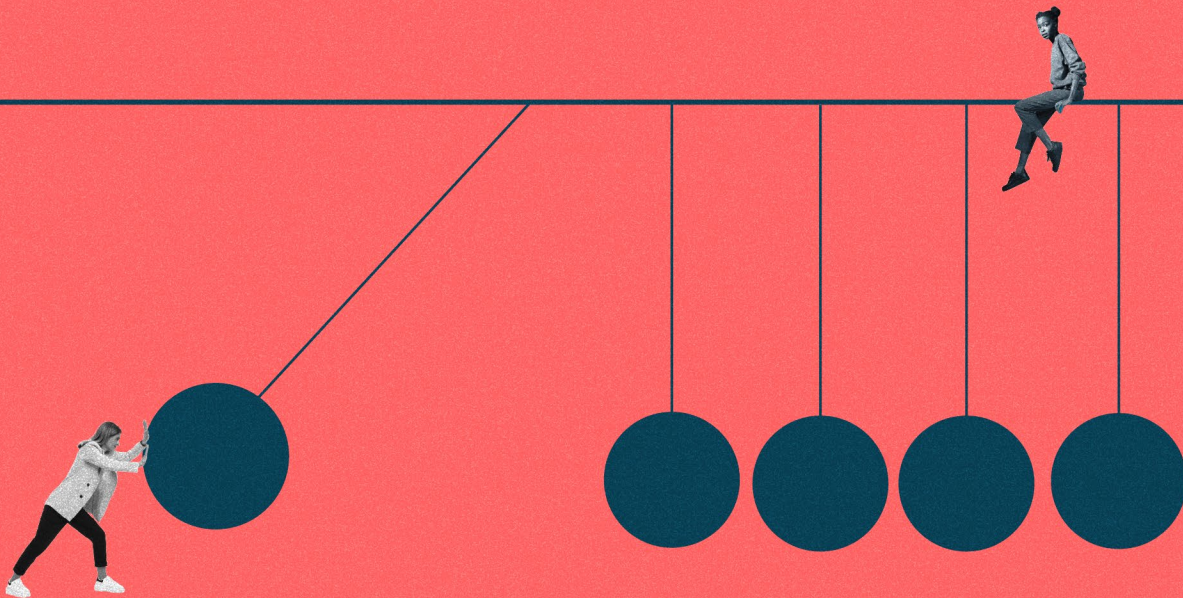


5 Benefits of a Rewards Store Built to Drive Engagement



workhuman*



We've all heard that “it's the thought that counts” when giving or receiving a gift for a job well done. In reality though, **good intent alone isn't enough to power an impactful employee recognition program.** The quality and experience of redeeming an award in the store are key in driving gratitude and strengthening relationships between coworkers.

As the #1 provider of employee recognition software, we've built the broadest, most global, consumer-grade e-shopping store in the world. And that's just the beginning.

Keep reading to **discover five ways the Workhuman Store stands out to contribute to, strengthen, and scale the ROI of recognition programs** in more than 150 countries.

ONE

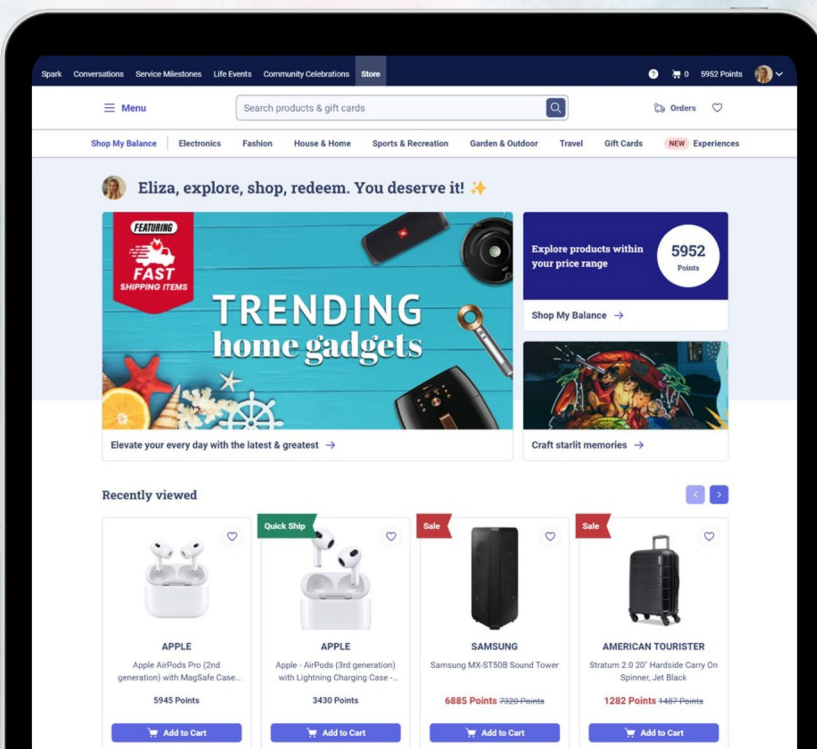
A fun, stress-free shopping experience makes for repeat redemptions.

There are many elements that characterize a successful e-commerce shopping experience. Easy navigation, mobile responsiveness, and high-quality product images and descriptions are just a few things that shoppers have come to expect. Surprisingly, many recognition providers don't offer these basic features in their rewards store, and the employee experience suffers as a result. They can't find what they want, they get frustrated, and the goodwill from recognition erodes.

At Workhuman, we invest in e-commerce best practices, develop our own technology, and own the entire end-to-end experience. Providers that outsource important components like tech, sourcing, supplier management, and customer service don't provide the same level of flexibility, stability, and support.

The Workhuman shopping experience is full of consumer-grade features:

- AI-driven personalization and recommendations
- Topping-up with a credit card
- Creating a wish list
- Best-practice product search, sorting, and filtering
- "Shop Your Balance" auto-filters



TWO

The Store feels local for all employees, no matter where they live.

With 7 million users and 40+ languages supported, we have homed in on how to reflect local preferences on a global scale. We know that a great rewards store celebrates local holidays, seasons, and

cultural touchstones by integrating thoughtful imagery, language, and sales collections to anchor the journey around the individual employee as they choose a reward or experience that feels tailored for them.

For a store to be truly global, it needs to do more than just ship to a lot of countries.

The store must reflect the regional culture of the employees and make them feel at home.



This is what *global* looks like.

7.7M

global users.

95%

of employees eligible for
in-country reward fulfillment.

40+

native languages supported
across the full experience.



Enhanced standard of living index: automated award value conversion ensures an equitable experience for everyone

Country-based invoicing: limitless multi-payroll processing options

Works councils expertise: product configuration options that support necessary restrictions

At Workhuman, we personally source and curate assortments for employees around the world, ensuring a robust catalog of locally relevant gift cards, merchandise, travel, experiences, and charities in more than 150 countries.

Through Workhuman Experiences, employees can either travel the world or explore their own local cities with walking

tours, scavenger hunts, cultural classes, and more.

Why do we invest so heavily in our offerings? It's simple. Workhuman research shows that employees who cash in their award points for a meaningful gift or experience perceive **3x more value** than an equivalent cash reward.

“Workhuman’s Experiences offering provides an awesome new element to their already impressive Store, as **it enables employees to easily book travel, adventures, tours, and activities using their recognition rewards** through Michelin’s WeCare program. By using points they earned here through their contributions to the organization, our employees are able to redeem their points on engaging experiences for themselves, family, or friends.”



Leslie Schall
Director of Employee Engagement, Experience, and Purpose
Michelin

Source: Workhuman Adds Hundreds of Thousands of Activities, Travel, and Accommodation Options to World Class Store with In-Store Booking Functionality, 2023

THREE

Employees are encouraged to redeem their awards.

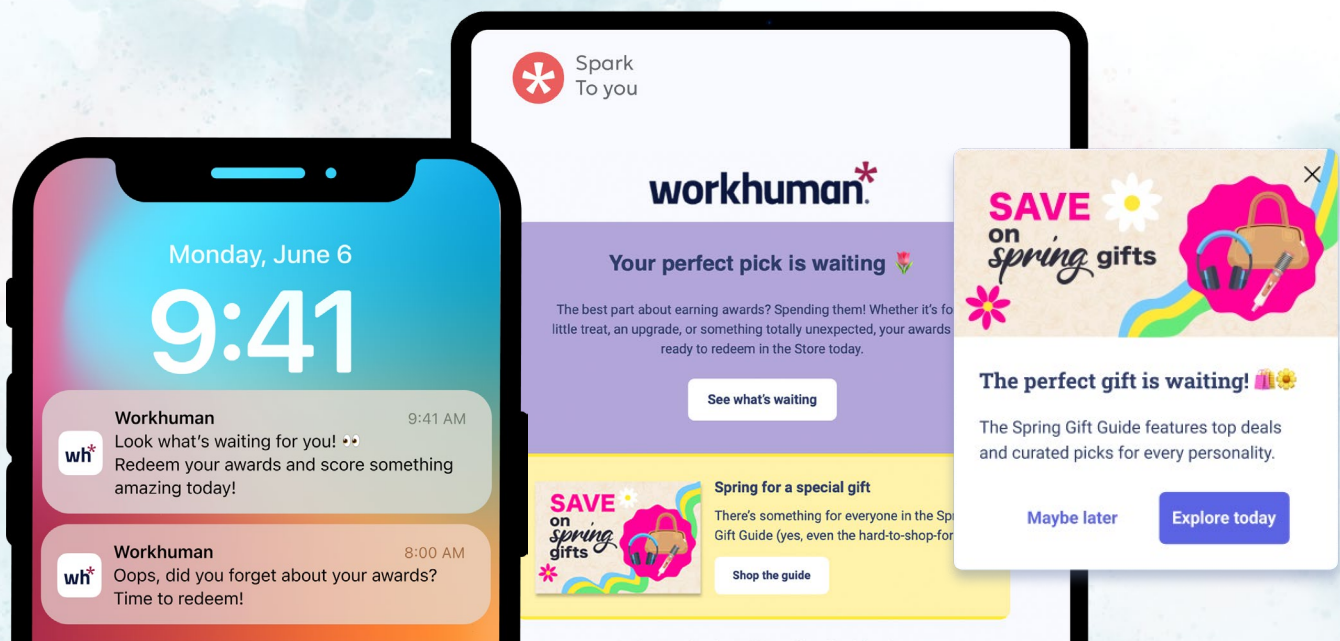
With so many things that are draining our attention these days, we could all use reminders to take care of ourselves. The best rewards stores are the ones that send reminders and gentle nudges to encourage employees to redeem their points.

At Workhuman, we don't want employees to let their good work and rewards go unredeemed, as that diminishes the results that come through recognition. Instead, **we provide tailored and thoughtful communications to help drive redemption** forward and meet your program goals.

Push notifications are more than just a communication tool. They're a strategic driver to help you reach your engagement goals.

We've found that new employees are **2x more likely** to have an initial program visit and **3x more likely** to recognize a colleague when onboarding push notifications are turned on.

And with award redemption push notifications, we've found that employees are **3x more likely** to visit The Store and **2.2x more likely** to redeem an award for their good work.

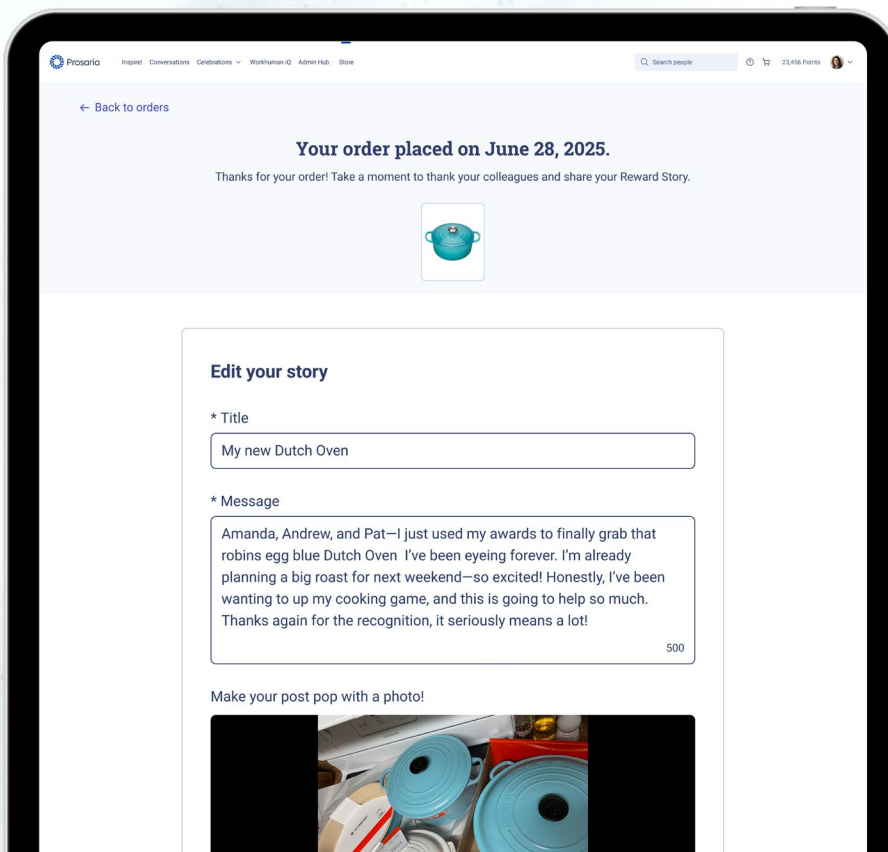


FOUR

The reward experience ties back to the recognition moment.

The most meaningful rewards feel like a “thank you” gift from your coworkers. This is why it’s so important to tie the reward journey back to the “thank you.” Stores that feel like nothing more than a points transaction miss the goal entirely.

A great rewards store allows for recognition, reward, and gratitude to be felt and expressed within one connected employee journey. At Workhuman, we purposefully build in good friction throughout the reward experience. How? By reminding employees who their gift is coming from and what they did to earn it.



Employees can **keep the goodness going** by choosing to publicly thank the award-givers for their gift when they redeem their points!

FIVE

Getting the reward is as easy as ordering it.

We've all been excited to receive something that took forever, not to mention three emails and two customer service calls, to get to us. By the time it arrives, the excitement has worn away and – even worse – we're annoyed.

With Workhuman, your employees receive seamless support both before and after they place an order in the Store. **We never outsource the employee experience** – because they deserve the best. And the numbers prove it.

The Workhuman difference.

91%

rate their experience as positive

87%

average CSAT score from employees

<4%

of orders need customer service

95%

of orders ship in 1-3 days

99%

of orders delivered as promised

95%

of users are eligible for in-country shipping

Source: Workhuman data, 2025

Your employees deserve more than transactional points.
They deserve a reward experience they'll remember.

Explore the world's most-loved recognition rewards Store today.

+1 888.743.6723 | workhuman.com

Or read more on our blog: workhuman.com/blog

Join HR's leading innovators and trailblazers at our
next Workhuman Live conference.

