



WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

» Product

Digital Choice

» Industry

Restaurants

» Use

Employee Rewards & Recognition

MODERN INCENTIVES FOR TODAY'S QUICK SERVICE RESTAURANT CREWS

Arby's®, the nationwide franchise-owned quick service restaurant chain, understands that effective employee incentive programs can help improve turnover, attendance, customer service performance, and even boost average ticket size.

Since each restaurant has its own performance improvement goals, Arby's franchise owners needed an individual approach for motivating crews rather than a one-size-fits-all incentive program.

Branded reward cards were an easy way for the franchisees to execute custom crew incentive programs, since they were flexible enough to be used as spot rewards or for targeted desired actions. Plus, lightweight reward cards eliminated many logistical issues normally associated with shipping gifts and incentives throughout the country.

These reward cards gave recipients access to popular content and entertainment they frequently consume and enjoy. Plus the wide appeal and variety allowed franchisees to provide something of value to employees.