

Insights on Incentives

Virtual Incentives

Using Amazon Gift Cards to increase engagement, strengthen brand awareness and maintain customer loyalty for their clients

Jonathan Price is the CEO of Virtual Incentives, a company providing incentives solutions through prepaid services. Virtual Incentives has many Fortune 100 clients, is the leading service provider of both Visa and MasterCard rewards and serves more than 600 corporate clients.

With more than 15 years of experience in the incentive and reward industry, Jonathan has led Virtual Incentives in developing technology-based solutions for their clients. He is well-known for his work in the prepaid field and has been a pioneer for ideas regarding virtual rewards.

Q: What was the initial trigger to working with Amazon?

JONATHAN: We built our business initially with a focus on virtual Visa and MasterCard rewards. Our perspective is that digital rewards solve many problems and create many cool, new benefits for our clients. We soon realised that retail cards, specifically Amazon, were an important component to pleasing our customers. **Certainly the popularity of the Amazon brand and appreciation by our clients, their consumers and their employees was a big factor for us to add them. Even more importantly, Amazon's ease of use and quality of experience for an online recipient really aligned with our perspective.** Whether it's macro things like the familiarity and experience of an Amazon Gift Card or some of the more specific pieces like split tender, Amazon is pretty unique and important for online redemption and spending for our clients.

Q: Is there a difference in results achieved with Amazon as opposed to other suppliers?

JONATHAN: Amazon has been a very successful product for our clients. **We think that the Amazon card is the only retail gift card that can compete with the power of a Visa or other open loop**

cards. In terms of promotional appeal, acceptance, familiarity and product selection, Amazon is able to successfully stand out as a leading incentive among other suppliers.

Q: How has your relationship with Amazon affected your business processes?

JONATHAN: Much of our relationship with Amazon has enabled us to strengthen what we can offer to our clients. For example, the flexibility of Amazon Gift Card denominations allows the client's strategy to drive the promotion as opposed to the opposite. Unfortunately, you usually see the opposite, where the clients will have to design programmes around the constraints of a reward, which is just backwards. By offering flexible gift cards amounts, Amazon has a great solution for lower value denomination programmes. In fact, **we've actually gained clients because of Amazon's ability to cater to our clients' strategies.** This ability to work in ways that clients require helps to solve a smaller problem, but it is also part of a larger issue of client relationship management, which is our top priority.



Jonathan Price
CEO of Virtual Incentives

Q: How have you evolved the model with Amazon?

JONATHAN: Well, I think that we have developed quite a bit over the years with Amazon. One thing we've added is just taking advantage of the flexibilities of lower gift card denominations, which I've already mentioned. In addition, from a global perspective, we've taken advantage of all the countries that Amazon is in. Their global footprint enables us to serve our clients and prospective clients who have a growing interest in incentive programmes around the world. **By positioning ourselves in the same countries, we can work alongside Amazon's already established brand name to drive growth in our client base.**

Q: What kind of feedback do you get from end users?

JONATHAN: One of the cool things that we discovered early on with digital delivery methods was that you get more feedback because of greater access points through email, telephone and live

chat. **With the Amazon Gift Card, the user experience is so familiar and comfortable we don't need to provide additional support to the users, which is a huge positive on our end.**

Everything with the Amazon experience is so intuitive, we rarely get asked what, how or where the reward can be used. **Also, we get a lot of unexpected "thank yous" and we definitely have the data to prove that Amazon Gift Cards promote greater receptivity among our clients.** Frankly, when we send out an Amazon Gift Card, we have a high level of confidence that it's going to be welcomed and used very eagerly.



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