

Insights on Incentives

UNIORG

Using Amazon Incentives to offer extras beyond salary to motivate and reward their employees

Thomas Weber is a Managing Director at UNIORG, a consulting company that provides SAP solutions and services globally. They offer support across various areas of SAP including, but not limited to, strategic consulting, licensing, hardware operation and maintenance and SAP training. Thomas manages the internal landscape of the company and has been in charge of migrating UNIORG's own software platform. As part of the upper management team, he has led initiatives in employee recognition for the company.

UNIORG uses the Amazon Gift Cards as an essential part of their employee benefits programme. In order to incentivise, motivate and reward their employees for their efforts they receive an Amazon Gift Card of 44 euros every month. The employees prefer the Amazon Gift Cards over the previous solution that consisted of cash payouts and their reward is now much more visible to them.

Q: Why did you decide to work with Amazon?

THOMAS: In 2014, we started to explore ways to offer extras beyond salary to motivate and reward our employees. The idea was to give our people something that felt like a "nice little something for you" that would be a bonus in some shape or form. We naturally had to look for a smart way to give our employees something they would value, could be recognised for tax purposes and offered a wide range of options.

Companies with highly engaged employees outperform their peers by

147%
in earnings per share

We came across Amazon pretty quickly: they met our criteria and offered a lot more. In fact, **Amazon's platform was already well known and practically everyone in the company had ordered something from them. When we talked to our team about Amazon, they were all very enthusiastic about the brand and the idea.** Also, Amazon made implementing the whole programme quick and simple. Within weeks, we had the whole thing set up and ready to go. **Amazon made it very easy so we didn't have to worry about anything.**

Q: What is end-user feedback?

THOMAS: The Amazon Gift Cards are very well received by everyone. The employees are happy with the choice and think it's great. **Our employees look forward to receiving the Amazon Gift Cards and are very excited with the rewards they get.** In all, using Amazon Gift Cards for our new bonus structure really took root in our company and is making a difference. For the employees, the Amazon Gift Cards represent an additional reward from us to them and is roundly appreciated by everyone. For the company, we have a valuable reward that is easy to use and helps support our goals.

Q: How are the Amazon Gift Cards different?

THOMAS: **To be quite frank, we didn't see any other great alternatives because there is no other company with a similar range of goods like Amazon.** Nearly everyone in the past two years has sometime, somehow, somewhere ordered something from Amazon. You can't find a broader or deeper range of goods anywhere else with a system that works so perfectly. You order something and ideally you've got it the very next day. **It just couldn't be any easier. I can report from personal experience that Amazon just flat out works on both the personal and business sides. Period.** Another key for us is that the Amazon Gift Cards provide our employees with so many other benefits beyond just giving them a little extra amount on their cheque.

For more information on incentives visit www.amazon.co.uk/incentives or email amazon-incentives@amazon.co.uk

 **amazon incentives**