

Are your employees really happy with their incentives?

One of the greatest blessings as a business owner is to have great employees working for you. However, making sure they stay with you forever is not as easy as just giving them their monthly remuneration. Many times incentivized programs need to be implemented in order for employees to feel motivated and happy. What sort of incentive programs have you applied to your business? Do you know if your employees are actually content with them? Have you ever thought about applying new ways of rewarding your employees?

The use of gift cards by consumers and organisations have risen in the last ten years. Gift cards can be described as a prepaid stored money card available from businesses as a cash alternative. They have become a popular gift option among consumers who are shopping for family and friends. More importantly, it is sought after by businesses hoping to reward their employees, customers and partners.

The Incentive Research Foundation has revealed a few key findings in their research on gift cards:

- Gift cards are now the most frequently used reward in corporate incentive programs.
- Gift cards are popular gifts for recipients. They are usually more preferred than cash.
- Majority of incentive planners believe gift cards are more meaningful, personal and impactful than cash.

Gift cards can also be used as a multi functional card with money value that can be redeemed to shopping vouchers, electronics, travel, home appliances and donations. They can be customized to the fullest leaving everything up to your business' imagination.

A success story comes from AIA Financial. They wanted to create a personal connection and closeness with their employees. Every employee at AIA Financial were told to nominate a family member. Then during the nominated individual's birthday, they were sent a gift card as a reward. Incentivizing this sort of program created an intimate relationship between the business and their employees.

Another success story includes Top 1. They wanted to devise an incentive program that would drive their employees further. The concept was to reward Top 1's sales representative for every sale they made. With every sale they made, they were able to

receive a certain percentage of their sale which was then compensated to their gift card. Through this, Top 1 was able to show their employees their deepest appreciation for their hard and driven effort.

If you're unsure of whether your employees are satisfied with your current incentive program, you will want to consider gift cards as an option. We are the leading gift card and loyalty company based in Jakarta, Indonesia. We are an expert in building employee rewards program.

ABOUT US

Gift Card Indonesia is the leading gift card and loyalty company based in Jakarta, Indonesia. We provide end-to-end services in loyalty and gift card industries, including gift card processing and distribution through our corporate sales and retail partners. We are the one stop solution for innovative gifting. We believe in going beyond rewards and building loyalty.

We Make The Perfect Gift

Let's be honest here, haven't we all received that one present we've tossed aside because we either didn't like it or pretty much found impractical? Trust us, we've all been through that before. Hence we know why gift cards are the perfect gift for you and your loved ones all around.

Gift cards are the perfect gift of choice. Why? As it allows the recipient to pick out something they will truly love. This way you know your gift will be forever valued and appreciated. You could also buy a gift card for yourself to be rewarded for membership deals from selected retail shops.

Why do Businesses love Gift Cards?

They love gift cards as it helps the businesses achieve faster growth with prepaid commerce solutions and data collection. It also allows them to boost sales. The main benefit in investing in a gift card program is to make money.

Gift cards help businesses make their customers happy! They allow businesses to build relationships with the purchaser and recipient. When the gift card has a loyalty program, customers can be rewarded with each visit, purchase, and even top up. It enables them to keep up with the wants and needs of their customers.

Gift cards helps businesses grow by recruiting new customers. It has the potential of bringing in at least two new customers into their business, one- the purchaser, two- the recipient. When customers are satisfied, you can be sure they will come back for more.

Feel free to have a chat with us, let us tell you how we can help your business.

Marquee Lights

Creating long-lasting memories for your friends and family at your wedding reception is essential. I mean, after all you want to create an amazing atmosphere for them with a few hours of fun and hoorah. No offence but haven't we all been to those weddings that didn't leave much of an impression? You know the ones where you're just going out of formality for. Or even a wedding that didn't have that much spice to it? Yeah that's right, you probably don't even remember because it just wasn't that memorable. Woops, sorry to say but that's probably why you don't recall it.

Well if you're all about making forever moments at your wedding, you can with Marquee lights. They make 3D lights that can be displayed anywhere at your reception venue. You know, whether it be the entrance of the venue or even right smack in the center of the venue if that's your sort of thing. They have an array of vintage lights that can be such a statement piece to your wedding. You could have you and your partner's initials displayed or maybe cute sayings or words such as "I Love You".

With these beautiful and fancy lights, you can be sure that your guests will be wowed. These lights will light up the room completely. You'll be surprised by how beautiful it can make the whole venue seem. It creates such a fun touch to a wedding. They really help create such an unforgettable event. After all, that's the whole point of a wedding reception right? Don't even think twice about adding this boom-worthy piece to your wedding. If you're all about adding joy, spark and memories then Marquee lights are the perfect touch you need for you and your partner's big night. Add them to create forever memories with those you treasure dearly.



Building a customer-first culture for startup companies

Should your startup company treat your customers like VIPs? Answer is Obviously!

First off, let's define what a customer-first culture is all about. It's when companies are constantly listening to what their customers are saying. It's great when companies can put the customer's wants and needs as top priority and exceling in the results they give them. It's imperative to meet the expectations of the ever-changing wants of their customers, but exceeding them would be even more outstanding.

Always keep in mind that this isn't just about offering awesome customer service. It's also about giving the customers a great experience from the awareness phase through to the after-sales process. Now let's go into further details on the importance of why startups should implement this.

So why should startup companies apply this sort of customer-centered culture? This culture is imperative to a startup as they need to constantly evolve and adapt to their customer's wants and needs. If they cannot become a chameleon, their competitors will always be one step ahead of them. When you embrace this culture, it helps you build customer loyalty. Being able to win the trust of customers means the longer they will stay with you, and the higher the chance of a repeated business. On the other hand, attracting a new customer costs five times as much as keeping an existing one ([Lee Resources 2010](#)).

Nowadays there are many new businesses blooming left and right offering similar products and services. If your product or service is supported by excellent customer service to remember, rest assured it will be the chosen one.

A startup can be considered to have such culture when they can recognize that their customers are at the heart of their company. It's also when you have created awareness within your company internally. This is by evidently providing them facts like the probability of selling to an existing customer is 60%-70%, while the probability of selling to a new prospect is 5%-20% ([Marketing Metrics](#)). When everyone in your organization has understood having a successful customer-first culture starts within the company, then you are on the road to adopting this culture successfully.

Okay so we know why a customer-first culture is the way to go. Now the question is the how. How do you start integrating this into your company? Well let's dig deeper.

Be Their Foe

Talk to your customers and communicate with them on a regular basis. Find out what their likes and dislikes are; treat them like you would a good friend. There's absolutely nothing wrong with that and not enough businesses are doing that nowadays. Always keep the promises you are making to them and respect their opinions.

Customer Insight

You should always be asking them for feedback, do they like the product/service they have received from your company? If so, what do they like about it? If not, why? What needs to be improved? Do they have any suggestions? From here, you can develop not only a better product/service, but succeed in something that will surpass their expectations.

Cutting Response Time

Remember that customers are extremely impatient in general. When they want something,

they want it now. When customers address a particular concern or issue to your company, you have to respond to them in a timely manner. Why? Because this will make them feel valued. Or else, your customers will go running to another competitor. Let's use the following as a simple example. Say you are at the supermarket wanting to purchase a drink. If your cashier lady is taking too long with her service with the customer right before you, naturally you will start looking around for an empty counter.

Happy Employees

A good place to start is creating a culture where your employees are happy and satisfied. You should celebrate each milestone as a team together; the big and the small. If they are doing well, tell them. You should think about rewarding employees who go the extra mile for your customers. Remember that happy employees equal to happy customers. The positive vibes will radiate through your employee's customer service they provide to your customers.

Customer Rewards

For every company milestone achieved, why not reward your customers. After all, they are the key component in the success of your achievements. Honor them with regular discounts and special offers as a thank you gesture.

Contact Us

Allow easy accessibility for your customers to contact you, whether it is for issues, complaints, feedback and etc. Make sure your company website has an informative section on how customers can reach you. Not only that but inform customers on the ways in how your company can be reachable.

Let's have a look at two startup companies that have truly incorporated a customer-first culture.

Uber arrived in Jakarta a little more than a year ago. For those of you who aren't familiar with what they are, it's basically a mobile application. Instead of using a centralized taxi service or hailing a taxi on the street, it allows the passengers to connect to the drivers directly.

If you have used their services personally, you'll know that they are very customer-centered throughout all levels of their company. From the second you download the application on your mobile through to the very end of your journey.

I'd love to share with you my personal experience of using Uber in Jakarta. I use Uber on regularly basis and often times it's for my journey to work in the mornings. One day my Uber driver arrived 30 minutes late, so I emailed their customer service about the incident. My complaint was addressed in a timely manner and they had even given me extra Uber credits. They had surpassed my expectations. They always put their customers needs first, this shows why Uber is booming in this city. Below is a reply I had received from Uber's customer service.

UBER

##- Please type your reply above this line -##

Your request (74536982) has been updated. To add additional comments, reply to this email.

Balban Jones (Uber)

Oct 26, 18:35

Hi [REDACTED]

Sorry to hear about the trouble with this pickup.

The drivers make a commitment to you whenever they accept your request and we never want them to cancel on riders. Since you didn't take this ride, I've gone ahead and credited your account with the amount of the cancellation fee which will be applied automatically on your next trip.

I also understand that you expect a seamless and efficient ride whenever you request an Uber, so we'll be sure to follow up with the driver about the concern you raised and take any appropriate next steps.

If you ever feel you've been charged in error in the future or have other concerns, just let us know and we'll be happy to help.

I would like to go into another case study on how a startup has implemented this culture. There is a Malaysian startup company known as Farm Fresh that produces dairy products ranging from milk to yoghurt. They were recently shamed upon in a public post due to bad products that were purchased by a famous blogger named Timothy in Malaysia. In the end, the CEO personally apologized to Tim himself, which not only impressed him but also made him trust Farm Fresh again. You may read the moving story [here](#).

Hopefully now you have a deeper understanding on what it takes to create a customer-first culture. Make sure to engage your employees on all levels of the culture. This will enable you to execute the vision better by providing great customer service to all your customers. Remember the aim is to reduce customer effort and increase customer value to the full potential. Furthermore, incorporate the attributes earlier mentioned to truly become a customer-centric organization. You only have one chance to make a remarkable first impression, so make it a stellar one.

Fun Facts of Bangka

The Bangka Belitung Islands is one of Indonesia's provinces that lie in the east of Sumatra. It is also called Babel for short with aqua crystal waters and white sandy beaches. With Indonesia's thousands of islands it would take one years to learn about each area. But we can always start from somewhere right? Here we go! Here's a list of fun facts about the Bangka Island.

- Its population is roughly around over 1 million, mostly of who are Malays and Chinese.
- It is the biggest producer of tin in Indonesia with Indonesia being the third largest producer of lead in the world behind China and Peru. Tin is a great commodity that has many advantages and is being used in all sorts of products in electronic, automotive and machinery.
- Centuries ago the Dutch brought Chinese migrants to China to Bangka to work in the tin mines. The Dutch even went as far as building separate schools for the Chinese and indigenous people of Bangka. Hence many of the Chinese descents aren't able to speak the Indonesian language.
- There is a luxury graveyard compound known as Graveyard Sentosa for the Chinese descendants of Bangka Island since 1935. It is approximately 27 hectares with more than 11,000 graves. Every year many of the families will go back to Bangka to pay their respects to their ancestors at the compound.
- They are famous for their shrimp paste, known as Terasi. This ingredient is a staple in all of their food dishes. The most famous shrimp paste in Bangka comes from an area called Toboali, which is very popular amongst tourists.
- It is the only island that has meteor stones. This is a rare stone that is formed when cosmic debris encounters our atmosphere and begins to burn. That piece of stone then falls to earth from space becoming meteorites. Many individuals believe that it has the power to neutralize their inner negative energy hence many wish to have it.
- There is also another island called Palau Bangka, with the same name located in the north of Sulawesi.
- They are the biggest producer of white pepper known as Muntok White Pepper, which is essentially used for cooking. This plant is one of the main commodities in the world and more than 80% of Indonesia's pepper production is exported to overseas.
- There is a ceremony known as Rebo Kasan consisting of rituals performed by the coastal Malay communities. This ritual is for eliminating disasters and tragedies.

So there you go! Those are some interesting facts for you to know about if you ever decide to travel to Bangka. Even if you don't plan on visiting the beautiful island, it's always exciting to read trivia facts about each places of the world.

Visiting Tulip Festival in Amsterdam

Oh Amsterdam, Amsterdam. A city not only with a rich culture but one that is aesthetically beautiful. From their legendary red light district to picturesque houses and to their coffee shops; there are so many places to explore.

Okay so what are the things you can do in Amsterdam you might wonder? Well just to name a few, you can visit the courtyard of Begijnhof, Blijburg beach, Openbare Bibliotheek Amsterdam library, the quiet Voldenpark, Amsterdamse Bos and the best yet, the attraction millions of people come to annually, the Tulip Festival.

One of the biggest attractions is Amsterdam's Tulip and Flower Festival aka Keukenhof Park. Which in translation means the Garden of Europe. Doesn't that have a nice ring to it? The Garden of Europe. Sounds like it could be a scene off of Alice in the Wonderland. A situation of everything magical and adventurous.

This event will be held on March 4th to May 16th this year, which is pretty much the best time to visit Europe. This is the time when winter would have just ended and the leaves and flowers have started to bloom again. Spring is the ideal weather for you to travel around in.

If you love nature and flowers in general, no doubt this will be the place for you. The attraction has displays of thousands of different flowers in all shapes and sizes. If we're talking about tulips specifically, they've got tulips in all the colors of the rainbow. Just imagine how breathtaking it's going to be, walking through fields of multicolored fresh and foreign flowers. There are a few things to keep in mind if this is the spot you want to visit whilst in Holland.

First of all, to get to Amsterdam itself, there is a direct flight that you can take from Jakarta with Garuda Airlines. But you can also choose to go with other airlines although that comes with a few stop overs via countries like Singapore or Dubai. The journey will typically take around 15 hours or more depending on whether you choose to layover or not.

When you have arrived in Amsterdam, there are hundreds of hotels you can choose from. If you would like to play it safe, you can go with the trusted international hotels like the Marriot, DoubleTree by Hilton, Intercontinental, Sofitel and etc. But obviously they also have local hotels to choose from like Grand Hotel Amrath, Renaissance Hotel, Banks Mansion and etc.

Now back to the topic of the tulip festival. It is actually located in a town called Lisse in Holland. You can easily take a day trip from Amsterdam with buses regularly running both ways or you can also take a road trip to the festival if you're up for a bonus adventure.

You can expect this event to be extremely popular with tourists coming from all sorts of cities and even the locals to visit the park. So your best bet would be to buy your tickets in advance online. Last thing you want is to waste precious time just to wait in line when you've arrived.

Most people prefer going up to the park just for a day trip but if you prefer to stay the night, there are a few accommodation options for you to choose from. One of which is a modern hotel in Lisse called Hotel de Duif that you can check out.

Also, assuming you have travelled far away from home to come to Europe. You can't only visit Amsterdam right, there are so many other countries you can explore whilst your time

there. So make sure to explore other cities like Paris, London, Berlin, Brussels. Which are all just train rides away from each other, that's the beauty of the train lines in Europe they all interlink. So with Amsterdam in mind, the Tulip Festival will be a remarkable once in a life time experience for your mind, body and soul. With the attraction pretty much looking like nature's masterpiece, it will definitely be a memorable experience.