

## Success Story

### EASTPORT HOLDINGS, LLC



How GiftCard Partners' strategic solutions helped streamline reward distribution across multiple agencies.

#### THE PROBLEM

Eastport Holdings, a full-service marketing organization partnering with global brands, had been tasked with managing reward distribution for a wellness program that included nine agencies across the United States.

The project landed on the desk of the Benefits Specialist. She found herself burdened with the responsibility of driving to the store to purchase gift cards and gifts along with keeping proper and secure inventory. Valuable time during the workday was lost due to her having to manually pack and ship these rewards to multiple recipients around the country.

Aside from the workflow inefficiencies, there were also limitations with the current strategy. Gift card brand choice was limited to what was available in the store on the day of purchase. Also, purchase size was limited due to the fact that federal guidelines only allow businesses to buy gift cards in bulk, and do not allow individuals to buy more than a certain dollar amount of gift cards in a day. They also could not look past the issue of sending physical cards in the mail and the lack of visibility that results from that action. The team would have to review next steps if a card was stolen in the mail.

#### THE SOLUTION

Eastport Holdings approached GiftCard Partners and the solution was immediately clear: the Engage2Reward™ ordering portal.

The Engage2Reward™ (E2R) portal would allow the team to complete the full reward distribution process from their computer. Not only does E2R offer over 300 gift card brands to choose from, it offers both physical and digital cards for purchase that can be ordered in bulk and can be sent directly to the end recipients via mail, text, or email directly from the portal. There was no need for Eastport Holdings to maintain inventory or prepare their own packaging anymore.

The team at Eastport Holdings chose to move forward with the Engage2Reward™ Choice Card. This digital product allows the end recipient to choose their own gift card thus adding choice and creativity back into the equation. Placing the decision in the hands of the recipient will increase the odds of the card being redeemed.

With the Engage2Reward™ Gift Card Ordering Portal, Eastport Holdings was also able to personalize the digital gifting experience. As an added feature, they customized the email received by the recipient. While the cards are being emailed directly from the E2R portal, the recipient will never know any different. All logos and colors were updated to the Eastport branding guidelines.

## AT A GLANCE

### PROBLEMS

- Maintaining secure inventory
- Loss of productivity
- Lack of choice
- Lack of customization

### SOLUTIONS

- Engage2Reward™ Gift Card Ordering Portal
- Engage2Reward™ Choice Card
- Email Customization Option

### RESULTS

- Hours returned in workday
- Happier wellness program recipients
- Fast gift card distribution

## GIFT CARD BENEFITS

### INCREASED WORKPLACE PRODUCTIVITY

The Eastport Holdings team – in particular the Benefits Specialist – was able to reclaim a portion of her workday. The time spent shopping, packaging, and shipping gift cards can now be redirected towards other company tasks.

### BETTER VISIBILITY AND TRACKING

The Engage2Reward™ Gift Card Ordering Portal allows the team to track the status of the reward link. If the recipient cannot locate the email on their end, the team is able to go on their dashboard and reissue it. Mail fraud is no longer an issue. With the Engage2Reward™ Choice Card, the team even has visibility into the redeemed brands.

### CUSTOMER SERVICE

The Eastport Holdings team spoke highly about the access to quality customer service. While the portal is simple and fully self-servicing, it's the access to dedicated customer service for additional items that made the difference.



## TESTIMONIAL

"GiftCard Partners saves me time and energy. Using their service to reward our employees is easy."

### TONI MORETTO

Sr Payroll & Benefits Specialist  
Eastport Holdings, LLC

