

# REWARDING STAFF SEAMLESSLY WITH THE DIGITAL LOVE SLIGO GIFT CARD

Organisation: Jennings O'Donovan  
Town & City Gift Card: The Love Sligo Gift Card

Local businesses have had, and continue to face many challenges, and the Love Sligo Gift Card is a tangible way that we have been able to give our local businesses a lift. Choosing the Love Sligo Gift Card meant the €30,000 we invested in our team rewards went directly into the local economy, and stayed in the local economy. Using the Love Sligo Gift Card has been seamless and well received by our team. We'd certainly use it again in the future.



**David Kiely**  
Director, Jennings O'Donovan

## Why Jennings O'Donovan switched to the Love Sligo Gift Card

Offering rewards to their team each Christmas using the Small Benefit Exemption, Jennings O'Donovan were looking to organise Gift Cards for Christmas 2024, when they received a call from Mark at Miconex explaining the benefits of the Love Sligo Gift Card. Key reasons for moving to the Love Sligo Gift Card included the zero commission that businesses have to pay to accept the card, the choice for staff, and the support for local.

## Benefits

As a Sligo based organisation, Jennings O'Donovan feel the need to give back to the community, support local businesses, and support placemaking efforts in the town too. Choosing the Love Sligo Gift Card for their team ensured the €30,000 they invested in their team rewards also benefited their town.



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## Experience of using the card

Jennings O'Donovan opted for the digital version of the Love Sligo Gift Card, sending the digital Love Sligo Gift Card to their 90+ employees on their chosen day and time. Employees were told in advance that they'd be receiving their reward by email with the activation code. They were able to download the Love Local app and add the Love Sligo Gift Card to their digital wallet, ready to 'tap to pay' with Sligo businesses. The ease of use for Jennings O'Donovan in administering the digital Love Sligo Gift Card over a physical Gift Card was brilliant for them, particularly with their hybrid working system which means that not all employees are in the office at the same time. With the digital Love Sligo Gift Card, everyone received their reward at the same time. Jennings O'Donovan found that ordering the cards on the Miconex website was very easy too.

## Feedback from staff

The Love Sligo Gift Card was well received by Jennings O'Donovan staff, particularly the ease and choice. Some staff members used their card to put fuel in their cars, others used their card at the supermarket or the DIY store. The firm understand that people may not always want to spend their reward on discretionary items, and the Love Sligo Gift Card offers their team the chance to spend as they chose.

**+€1 million**

Of Love Sligo Gift  
Cards sold

**Over 230**

Sligo businesses  
benefiting

**€30,000**

Invested in Sligo by  
Jennings O'Donovan

