

Millennials workplace loyalty has to be bought

By Chris Stokel-Walker, Bloomberg

A strong pat on the back and a reassuring word no longer cuts it when it comes to keeping millennials happy at work.

More than three-quarters of U.K. workers age 18 to 24 say company perks are crucial to their job satisfaction, according to a survey by Perkbox, a company that sells employee gifts. Only about half of baby boomers in the U.K. tied their job satisfaction to the goodies, the survey said.

Amazon gift cards, for example, are the physical representation of a caring, sharing employer, said Saurav Chopra, co-founder of Perkbox.

“Millennials see this as something employers should do as standard, whereas older employees see it as a bonus,” Chopra said.

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