

Recruit, enthuse, and ultimately retain valuable staff members in a competitive employment market. Reward a team effort with an adrenaline filled day out, or offer a deserving individual a slice of the luxury lifestyle they aspire to.

é25 Corporate can assist you in achieving a good level of employee engagement, and better cost control, through increased staff retention and reduced recruitment cost.

Use é25 Corporate to provide:

- **A buzz of excitement** around the office, giving maximum awareness of the scheme throughout the company
- **Aspirational rewards** that employees will not have experienced before, and that they will want to shout about
- **A reward that lasts all year** rather than a one-off event
- **A high profile reward** that is visible to the whole office not just the recipient.
- **An exciting external perception** when

recruiting - become an employer of choice.

- **Increased employee engagement** - offering desirable, appropriate rewards and communicating them effectively.

Case Study Incentivising Staff

Homelec plc, a large nationwide company selling domestic electrical goods to consumers. They have 100 stores, and 1,000 sales staff, split equally 10 in each store.

Homelec were looking for a rewards program for their sales staff, specifically:

- › Top performer in each store, budget approx. £1,000
- › Top performer in each region (across 4 sales regions), budget approx. £2,500
- › Top yearly performer nationwide, budget approx. £7,000.

To get the maximum value from the scheme Homelec needed a means to communicate the rewards program to all staff, get them excited about it and therefore fully motivated to achieve maximum sales.

Their total budget for the scheme was £120,000 per year.

The Reward

- › Top performer in each store was awarded a day in an Aston Martin V8 Vantage.
- › Top performer in each region was awarded a weekend in a Lamborghini Gallardo.
- › The top performer nationwide was awarded a 300 point Supercar Club membership.

Each of the recipients receive an individual login to the écurie25 Supercar Club website where they can view the cars and make bookings.

Reward Scheme Promotion

2 x A1 posters and 5 x é25 magazines were provided for the staff room in each Store. Each member of staff received a fully customised & branded email explaining the details of the scheme at launch. This was followed up with monthly emails reminding the employees about what they had to achieve to qualify, and outlining who had won the previous month.

Example Price Breakdown

Incentives	Cost
100 x Day in an Aston Martin	£85,000
4 x Weekend in a Lamborghini	£10,000
300pt Supercar Club Membership	£6,650
Marketing	
Email Campaign Setup	£1,000
12 x Email Shot	£1,800
108,000 Additional Emails	£1,625
500 x é25 Magazine	£1,625
200 x A1 Posters	£2,000
One-off artwork charge	£500
15 hours Artworking	£1,125
Total	£111,320

Further price information is available in the Pricing sheet. Prices exclude VAT



Next Steps

This case study demonstrates just one way in which the é25 Corporate scheme can be used to incentivise reward and retain staff.

Please fill out the **Next Steps** sheet with your requirements so that we can compile a package and detailed quote that meets both your goals and budget.