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Pulse Newsletter – Issue 1

July 2008

Love**reward**

Incentive and reward solutions to exceed your expectations



Welcome to the Pulse Newsletter

Welcome to the first edition of the Pulse Newsletter provided to you by Love2reward.

The purpose of the newsletter is to keep you fully informed of issues surrounding the reward and recognition marketplace. We would also like to share with you some of the 'best practice' case studies we have been involved with recently, as Love2reward continues to develop and implement market-leading incentive and motivational solutions.

The Pulse newsletter will be sent to you every month and will include details of new products, other Love2reward news and a staff focus – a chance to put a face to a voice you probably speak to regularly. Finally, we will share reward, recognition, incentive & motivation news articles and research specific to your industry sector.

We do hope you enjoy reading our newsletter and we would be more than interested to hear about any feedback you may have at: info@love2reward.co.uk.

Chris Hartley
Business Development Director



Product Focus - Love2choose – One card, a world of choice

In June 2008, Love2reward launched an innovative new proposition: [Love2choose](#) - a proposition that will give your recipients the ability to make their own choice of reward from an extensive range of the UK's most popular gift vouchers.

Love2choose aims to offer the ultimate in choice and flexibility. The Love2choose gift card ensures you don't have to make the choice of reward in advance for your recipients; they can choose the type of reward they desire, in their own time, enhancing the overall experience.

Love2choose has several key features, including:

- Discounts available dependent on your budget
- No additional administration charges
- Access to a superb range of vouchers including our own Love2shop gift voucher, Marks & Spencer, Argos, John Lewis and many more
- Availability in £10 and £25 denominations
- Straightforward redemption using on-line or off-line methods
- Personalised branding of cards, wallets and redemption site
- Innovative reward delivery options utilising sms and email

To find out more about Lovechoose, please call 0845 313 0341 to speak with a member of our Sales Team, or you can email us at info@love2reward.co.uk.



Client Focus - Fujitsu Siemens Computers

Fujitsu Siemens Computers is the leading European IT Infrastructure Provider with a strategic focus on next-generation Mobility and Dynamic Data Centre products, services and solutions. With a platform and services portfolio of exceptional depth, their offering extends from notebooks through desktops to enterprise-class IT infrastructure solutions and services offerings.

In a bid to increase sales to through key channels, Fujitsu Siemens Computers set-up a number of initiatives and Love2reward talked to their sponsor, Ian Leigh - Volume Channel Marketing, about how they operate:

Firstly, could you explain what prompted you to implement these schemes?

Fujitsu Siemens Computers first engaged with Love2Reward just over 12 months ago as we were initially looking for a voucher-based reward mechanism and the offering from our previous supplier was starting to become a bit dated.

We have expanded the campaigns that use Love2reward vouchers, from 1 to 4 over the past 12 months and will continue to include them for the foreseeable future.

Which specific areas to the campaigns look to target?

There are three specific areas we looked to address: lead generation, lead conversion and product training. The first two campaigns use an online points-banking mechanic based on pre-agreed targets and the latter, an online product training questionnaire linked into an interactive games platform.

The current version is called 'Summer of Sport' and it allows participants to use their skill in various sports, such as Cricket and Tennis, to increase their overall score; providing that they've successfully answered the product training questions, of course! The leading 'players' are then awarded rewards e.g. [Love2shop - High Street Gift Vouchers](#), at the end of the promotion.

How are the schemes administered?

As we have a number of campaigns running, we administer the larger customer-based ones through specialist agencies. This has proved to be very successful we are currently looking at how we can integrate these current campaigns into other areas.

Why did you decide to use Gift Vouchers and Love2shop vouchers in particular, as your reward mechanism?

I was impressed with the flexibility of the vouchers on offer and the speed of turnaround from order to delivery - from experience the more instant a reward, the more powerful the promotion.

How did you decide to communicate the launch and how are you proposing to maintain ongoing interest?

We've used various methods of communicating the campaigns; from interactive, theme-based programs to simple e-comms and L2R have been very proactive in providing collateral and bespoke imagery to help with this.

How do you measure the success of the scheme?

Due to the technical nature of our products, we recognised some time ago that sales are directly related to effective product training; front-line sales teams will always promote the products they are most comfortable fielding questions about. Not surprisingly then, as the product questionnaire scores have climbed, so have our sales results.

Have you any advice for other companies who are considering introducing a similar scheme?

My advice would be keep the campaign simple and the reward as instant as possible, and always remind your customers why they got the reward and how they can earn more...!



Staff Focus – June Hanna

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Love2reward Staff Focus

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How long have you been with Love2reward?

I joined Love2reward last September.

Can you tell us a little about your roles and responsibilities?

The Sales Support Team is the 'Engine Room' of the operation; we input orders and answer queries from customers – typically these involve expediting orders through liaison with Accounts and Operations Departments, resolving delivery issues with our couriers, product advice ,etc; we're generally there to be the customer service point-of-contact within the office .

I also help our field-based Account Managers where needed – they regularly call for account details, updates and favours!

What do you most enjoy about your job?

I really enjoy working with the team; we work hard but also have a laugh. The atmosphere around here is great, particularly when it's busier, especially at Christmas – a peak time for us. I like being able to help the newer members of staff when they have any questions and being able to help them settle in.

Also, it's great when we receive good feedback from both customers and management. We have just introduced a system called FASTER reward points, which basically rewards excellent performance - so along with receiving praise from my Manager, we can actually receive physical rewards .

What makes L2R such a fun place to work?

It has to be the people, I've only been here a year, but it feels like I've been here all of my life, it actually feels like a little family at Love2reward. We enjoy a little bit of banter with the management and it's not unusual to see our Director making the tea for us.

What are your major achievements/high points of your time at Love2reward?

Well I started working here last September for the Christmas rush so was thrown in at the deep end. I coped well though and was made permanent in January. My Manager, Martin Cooper, said that he wanted to mould future staff on me which made me feel great, it showed that all of my hard work was being recognized.

I have also recently received my diploma in customer care, the course taught us how to effectively deal with various customers and how to approach various situations with them. I enjoyed the course and it's good to see Love2reward investing time and money on improving our skills.

Have you ever used Love2reward products yourself, if so, what for?

I have used the Love2choose gift card and Love2shop voucher – I usually give vouchers to my children, who spend them on clothes at outlets like River Island. My kids continually ask me how many 'Faster' points I have and what I'm saving them up for.

Now for the fun stuff...

Dislikes?

I can't stand two-faced or dishonest people, they make me so angry. I also hate being late and people who are late when I'm meeting up with them. Other than that, I'm really easy-going.

Loves?

I adore Italian food and red wine. I enjoy spending time with people that laugh and like people who make me laugh. I also love the sunshine, something we've been short of this summer.

What do you enjoy doing in your recreational time?

When I get home from work, I work for my husband who's a gas engineer - working on his invoices and accounts. This, coupled with looking after my kids and the house - means that recreational time is in short supply.

However, when I do get a moment to myself, I would usually (weather permitting) sit out in the garden and read a book, or do a bit of gardening.

In terms of hobbies, I like to go walking with my family and the dog who needs a lot of exercise. We travel to the most popular hiking destinations such as Moel Famau, Strident Edge and the Old Man of Coniston - as well as the walking, there are, of course some lovely country pubs to sample en route.

Where do you love2shop?

I have to say that I don't really like shopping that much, especially during Christmas when it's really crowded.

Where do you love2travel?

We tend to travel around the UK because of the dog - we love the Lake District, have a caravan in Anglesey, and also visit my husband's family in Scotland quite regularly. They even have their own tartan and a nearby tower named after them called 'Hanna tower' in Dumfries!

Where do you love2play?

Sitting on a deckchair in the summer in Anglesey is my idea of relaxation. I have a few games of tennis booked in during the summer and we also have a trampoline set up in the garden. The kids love it. The dog loves it too! He has his own little ramp to get onto it so he never misses out on the fun.

Favourite day of the week?

In work, it's Friday as we can dress down and have the radio on. At home, it's Saturday and Sunday as I can spend some quality time with the family.

Any bad habits?

I'm practically perfect in every way, although the kids would say I'm a bit of a moaner as I'm always telling them that I'm the only one who does any work in the house.

If you were marooned on a desert island what three things could you not live without?

1. Reclining chair
2. A couple of books, preferably by Alan Titchmarsh, I could then maintain my Island Paradise and be creative with the palm trees.
3. Well stocked fridge

First single you ever bought?

It was Tom Jones' masterpiece, Delilah. Ok, this is a wee bit embarrassing and I was four at the time; in fact I saved up for weeks for it and at the time, it was the best song I'd ever heard.



Virtual Incentive Points - So good, we use them ourselves

Two things at the top of our priority list at Love2reward are staff incentivisation and motivation. Our whole product range surrounds both of these elements so it makes sense to us that we should embed them both in our core philosophy.

In May 2008, we launched FASTER points, a virtual points scheme based on our VIP (Virtual Incentive Points) system which rewards excellent performance. By improving the way we work and remembering to meet the six key categories of F.A.S.T.E.R. we will aim to make our service better for you whilst earning reward points along the way.

The six key categories of FASTER are:-

Focus – Being client-centric through effective communication

Accuracy – Getting it right first time

Sharp – Checking client satisfaction and effective networking

Targets – Hitting our targets whilst providing excellent customer service

Efficiency – Dealing with our customers in a timely, professional manner and taking ownership

Rewards – This is what it's all about, for us and our customers

Points can be spent on thousands of reward options, from gift vouchers to experiences and from holidays to home delivered gifts.

To find out more about our Virtual Incentive Points (VIP) proposition, you can either call **Ian Hughes, our Online Sales Development Manager on 07738 486118** or you can email us at: info@love2reward.co.uk.



New redeemers added to the Love2shop voucher

Love2shop – The High Street Gift Voucher is the UK’s most popular multi retailer gift voucher – accepted at 75 major outlets, including Boots, Woolworths, HMV, Iceland and Matalan.

We have new redeemers joining us regularly and this month, we are proud to announce the addition of House of Fraser, Goldsmiths, Mappin & Webb and Watches of Switzerland to our voucher.

Our partnership with House of Fraser, who operate from 63 locations across the UK and Ireland, including two recent, lavish openings in Belfast and High Wycombe, will present our customers with an unrivalled department store shopping experience.

Goldsmiths, who are part of the same group of Mappin & Webb and Watches of Switzerland, retail from over 180 showrooms in the country. They each offer the high street’s finest selection of premier and designer watch brands along with prestigious gold and diamond jewellery.



Exhibitions in September

September promises to be a very busy month for the Love2reward team as we prepare ourselves for two high profile exhibitions.

The exhibitions we are attending are the CIPD (Chartered Institute of Personnel and Development) Annual Conference & Exhibition in Harrogate on 16-18 September and the Call Centre Expo which is being held at the NEC, Birmingham on 16-17 September.

CIPD Annual Conference & Exhibition 2008

This is the largest HR-related event of the year which provides us with an opportunity to speak with our existing and potential customers.

Love2reward can be found on **Stand A139** and would love to see you there for an informal chat about what you would like to achieve from your reward or incentive scheme.

Call Centre Expo

From speaking to our existing Call Centre customers, we understand the issues they face on a day to day in relation to incentivisation and motivation of their own staff.

We also have a thorough understanding of the Customer Service Recovery market and have solutions which could help you retain valuable customers.

If you are attending this event, please come and visit us on **Stand K19** in the Incentive Avenue section, where we discuss how our products can solve your reward and retention issues.