



**pulse**newsletter

## **Pulse Newsletter – Issue 4**

**July 2009**

**Love****reward**

Incentive and reward solutions to exceed your expectations



## Product Focus - Everyday Benefits

In May 2009, we launched Everyday Benefits - an off-the-shelf voluntary benefits package designed specifically for the small and medium enterprise (SME) market. Everyday Benefits was developed following research conducted by ourselves where we established that companies with up to 500 staff want to provide voluntary benefit schemes for their employees, but very often find the cost prohibitive. With the Everyday Benefits scheme, employers can now provide a comprehensive range of products and services at a minimal cost.

Love2reward's solution offers a broad range of discounted voluntary benefits including the complete 'Love2' gift voucher portfolio: [Love2shop - The high street gift voucher](#), [Love2travel](#) and [Love2play](#). In addition, the scheme features discounts on health and dental care, motoring, technology, entertainment, leisure and supermarket vouchers, plus optional tax efficient benefits such as childcare and cycle to work schemes, if required. These tax efficient benefits are financially beneficial to both employer and employee, and can help to offset the cost of the scheme.

## Accessible and Flexible

Everyday Benefits from [Love2reward](#) can be designed and tailored with the employer's branding to appear as the employer's own scheme. Alternative access is via a 'generic' site and be linked to an employer's own intranet. For any employees who do not have access through a conventional online portal, a benefits catalogue is available as detailed below:



Martin Cooper, Sales and Marketing Manager for [Love2reward](#) commented: "We have designed the scheme to be completely accessible to, and inclusive of all. It can be set up by employees and by closed-user groups, such as unions, and is completely flexible in terms of content. If an employer already has a scheme already running then it is possible to select just those elements that are required to supplement and complement the current offering."

Martin concludes: "70% of our existing customers fall within the 1-500 employee category and there is a distinct lack of schemes as low-cost as ours available in the market today. Unlike conventional reward and benefits providers, which make their income from charging a substantial fee to run such schemes on behalf of employers, Love2reward principally benefits from getting more of our gift vouchers and cards into the market - therefore the fees become a less significant part of our cost-base and we pass this benefit onto the employer, so everyone wins."

To learn more about Everyday Benefits, why not visit our website at [www.love2reward.co.uk/eb1](http://www.love2reward.co.uk/eb1), or alternatively contact a member of our business development team on **08444 772178**.



### **Vaultex Staff Love2choose and Love2shop**

Vaultex UK Ltd operates within the financial services sector and employs some 2,000 people in 18 centres across the country. The company takes a progressive view when it comes to reward and recognition, "As a new venture, which came into being in November 2007, we made a commitment early on to recognising the contribution that our employees make to the business," comments Fazina Blanchard, Planning Manager for Vaultex.

### **The Vaultex Monthly Recognition Scheme**

Fazina continues: "Our monthly recognition scheme aims to highlight and reward the efforts of all those members of staff who have made an exceptional effort - whether it's helping to improve productivity, saving the company money, or perhaps giving up their time to assist others. Nominations can be made by any member of staff, so it is very much a peer recognition programme, which we feel is an extremely powerful message.

"At the end of every month, centre managers select three nominations from all those received, and a gold, silver and bronze award will be made at each of the 18 centres. The winners receive £50, £25 or £15 worth of [Love2shop - The high street gift voucher](#) to spend in any one of [75 different retailers](#) featured.

### **The Vaultex Long Service Awards Programme**

Vaultex is a joint venture between HSBC and Barclays and, at the time of its launch, took over an existing long-standing company called Loomis Cash Management. "This meant that we inherited a great number of staff who had essentially already contributed a great deal to get the company to where it was at time.

"We felt it was very important to make a point of acknowledging their achievements so we introduced a [long-service awards programme](#)," Fazina continues. "As and when individuals reach their 20,30 and 40 year anniversary, our Chief Executive Officer makes a point of personally delivering their award, together with a special certificate, to mark the occasion."

The employee receives a £250, £500 or £1,000 [Love2choose gift card](#), which gives them the option to spend on a huge range of products or experiences, including Love2shop - The high street gift vouchers; individual retail vouchers; through to experiences and family days out. "The options are endless, which was very important to us when selecting this particular award,"

Fazina concludes. "Everyone is an individual and will want to treat themselves with something that is special to them. From our initial research, we found that Love2choose offered the greatest [flexibility and choice](#), and also the greatest simplicity and ease when it comes to distributing and spending - which is important when you have people right across the country."



## **Staff Focus - Bill Low Interview**

In each edition of Pulse, we will provide you with an insight into how things run at the Love2reward office in Birkenhead by interviewing a key member of staff. This month, we will be speaking with Bill Low, who is the travel manager at our multi-award winning travel agency - Park Travel.

### **How long have you been with Love2reward?**

I have been here for five and a half years. Every year has been a challenging yet rewarding experience, and it's great to have been a part of the team which has helped continually grow the business year on year by producing market-leading products and award-winning customer service.

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

In a nutshell, I am responsible for the travel division of Love2reward, which covers our own travel agency, Park Travel and our redemption mechanism which is called [Love2travel](#). Much of this responsibility involves the day-to-day running of Park Travel, including sales and our award winning customer service, which is something we pride ourselves upon.

I also like to play a big part within the product development activity for the organisation, having previously assisted in the development of the [Love2travel](#), [Love2play](#) and [Love2choose](#) propositions. I also have an input into the sales and marketing of each of these products.

### **What do you enjoy most about your job?**

I really enjoy going out to meet our existing and potential clients who purchase Love2travel cards from us for use in their travel incentive schemes (which can range from long term service awards to staff reward and recognition) as I know that these travel cards are the right product for them. However, what is truly more rewarding is dealing with the people who have received the cards as part of the scheme.

We will often deal with all of their customer enquiries, and once they return from their holidays, they will often call us to let us know what a great time they've had. Many customers will book again with us, even when they don't have a gift card. Reflecting the fabulous customer service we can provide.

**What do you think are the most important factors to a customer when booking their holiday?**

Security, value and choice - all of which are provided at Park Travel and our Love2travel gift card. In terms of **security**, we are fully ATOL protected, which means peace of mind for our customers, if anything goes wrong.

Customers receive fabulous **value** with the Love2travel gift card at the moment as we are currently promoting a deal where if they spend £1,000 on a holiday using their Love2travel cards, they will receive £100 worth of gift cards towards their next holiday (up to a value of £300). Finally, one of the key strengths of our proposition is the **choice** element - customers have a choice of over 200 UK and Worldwide tour operators with Love2travel - more choice than any other travel gift card.

**What makes [Love2reward](#) such a fun place to work?**

There is a fantastic mix of people and personalities in both Love2reward and the Park Travel teams. The banter is very entertaining and since joining the organisation, I've never experienced a day where the office isn't buzzing with activity. What can I say? Great company, lovely people!

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

Winning the top booking agency awards for two years in a row for selling Pontins holidays and Cottages4you - receiving recognition from both these reputable organisations were wonderful rewards for all of the hard work and time we invested with these companies.

I am also extremely proud of the product development projects in which I have been involved - with products such as Love2travel, Love2choose and Love2play. I see all of these products as market leading initiatives which deserve the positive comments they receive from our clients and trade press alike.

**Have you ever used Love2reward's products yourself, and if so, what for?**

I have recently used some Love2shop vouchers to buy my mountain bike from Halfords and I used Love2play vouchers for a day out with my daughter at Alton Towers which she loved.

## **Now for the fun stuff...**

### **Dislikes**

Poor punctuality infuriates me and bad drivers drive me to distraction - basically people who don't have consideration for others. Oh, and salad - what's the point?

### **Loves?**

I'm a very active person, you could call me a fitness fanatic. I really enjoy sport, health and fitness, going the gym and cycling. I'm a big music fan with a wide variety of tastes ranging from classical to indie.

The greatest love of my life however, is my daughter, Rebecca who is the most important person in my world.

### ***Psst. Did you know...***

*Bill was one of the people responsible for bringing the shell suit to these shores - advising 'Top Man' management in Liverpool to take the plunge on this new radical look - it caught on and the rest is history.*

### **What do you enjoy doing in your recreational time / hobbies?**

As mentioned previously, I enjoy spending time with my daughter. When I'm not with her, you can find me in the gym or on my bike.

### **Family?**

My daughter Rebecca, who is eight years old.

### **Where do you [Love2shop](#)?**

I do like my clothes, hence I shop regularly at Diesel, Hugo Boss and All Saints.

### **Where do you [Love2travel](#)?**

Other than on business with Park Travel, I rarely holiday believe it or not. However, during the days when I did travel a lot, my favorites were Barbados and Mexico and for a holiday at a UK destination, you can't beat the Lake District.

**Where do you [Love2play](#)?**

I'm often in a play area local to us, called Mini Monsters, where Rebecca can run wild without hurting herself, this also gives me a chance to relax. Other than the gym and my bike, I enjoy the odd game of squash and tennis.

**Which is your favourite day of the week?**

Sunday, as this is the day that I see my daughter, Rebecca.

**If you were marooned on a desert island, which three things could you not live without?**

Mobile phone

Ipod

Clean underwear for every day I'm there

**What was the first single you ever bought?**

Under the Moon of Love by Showaddywaddy - and I'm not ashamed - they rocked!!!



## **Love2reward focus attention on the Market Research Industry at the Insight Show**

The market research sector has long been a key focus for Love2reward with research agencies and buyers continually on the lookout to provide attractive incentives to potential respondents. Such incentives are invaluable to the industry as they encourage more people to participate in research studies.

With this in mind, Love2reward decided to exhibit at this years Insight Show - an annual exhibition which brings together thousands of research buyers, users and commissioners of market research under one roof.

The show was held at the [Grand Hall, Olympia in London on 30th June / 1st July](#) on which proved to be the hottest two days of the year so far. The heat didn't put off the thousands of people who attended though - many of whom stopped and visited our stand to learn about our [extensive range of products and services](#).

The interest displayed in our portfolio reinforced our belief that Love2reward's range of products are so successful in the market research sector because they are simple, cost effective and put the recipient in control. And as everyone appreciates, great reward solutions lead to higher response rates.

This was Love2reward's first appearance at the show and it proved to be a great success - providing [Darren Parkes \(Account Manager\)](#) and [Anna McIntosh \(Business Development Executive\)](#) - both pictured above) the opportunity to meet both existing and potential clients. It also gave us an opportunity to launch our new corporate brochure which can be downloaded [here](#) from our website.

### **Exhibition Latest**

*We are pleased to announce that we will be exhibiting at the CIPD (Chartered Institute of Personnel and Development) Annual Conference and Exhibition on 17-19 November at Manchester Central. The exhibition is the UK's leading HR event and will provide Love2reward with the opportunity to network with the wider HR community. Further details of the event and our stand location will be available in the next edition of Pulse.*



### **Park Travel experience yet more success at the Travel 'Brit Awards'**

Park Travel have been honoured with yet another top industry award following an excellent year selling British holidays.

Park Travel represent the travel arm of Park Group who are also the parent company of Love2reward. All [Love2travel gift cards](#) are redeemed at the Park Travel agency where customers can be assured of a competitive and professional service - from the receipt of their gift cards to the booking of their holiday.

Park Travel won the Top Booking Agency for Cottages4you, at the British Tour Operators' awards - known within the industry as 'The Brit Awards'. They beat three other nominees to the award - presented to the agency's manager, Bill Low at a gala dinner and award ceremony held at Nidd Hall Hotel in Harrogate. This is a fabulous achievement as last year, Park Travel scooped the Top Booking agency for Pontins.

The event, which was organised by Bourne Leisure, attracted 150 travel agents, leading UK tour operators and regional tourist boards. Cottages4you were among twelve operators, including Bourne Leisure, Pontins and Superbreaks presenting an award to their top-selling UK-wide agents.

Park Travel manager Bill Low (pictured above receiving his award) expressed his delight, and surprise at winning. He said: "I was really pleased Park Travel had been nominated as we'd shown a massive increase in sales from the year before. I had no idea we had won until the announcement was made at the award ceremony so it was a great surprise, made even sweeter by the fact that this is our second award in two years".

Bill continued: "I'm pleased to have received the award for the hard work between Cottages4you and Park Travel, it will only help us to continue to provide a top quality service and great deals for our clients."



## **Love2reward launch Corporate Brochure**

Love2reward are pleased to announce the launch of our new corporate brochure. The brochure contains details of our wide range of products and services along with relevant case studies and contact details of our panel of experts. To view the on-line version of this brochure, all you need to do is click [here](#) and open the pdf file.

Alternatively, if you would like to receive a hard copy of the document, simply click [here](#) to visit our website and complete the enquiry form on the right hand side of the screen.