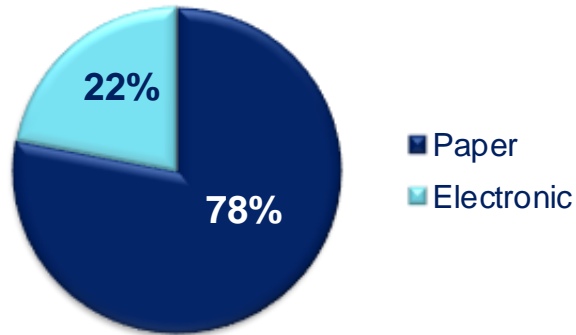


# UK Illustration: MyWorkOffers

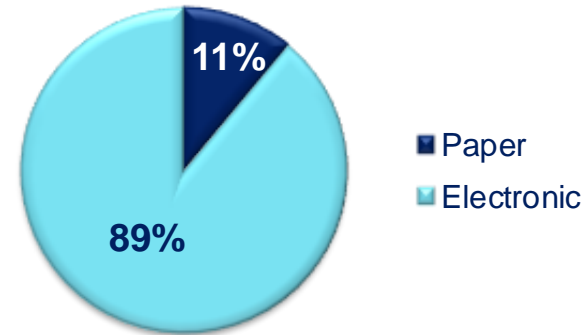
# UK Context: Technology Shift



## Technology used in 2004



## Technology used in 2011



**Almost exclusively B2B sales**

**We knew less than 5% of the employees of our clients**

**Mainly B2B2E or C sales**

**With web platforms, we can now interact with 100% of some of our clients' employees**



## Situation

Business > Inflation

### Household spending falls as inflation hits three-year high

Report reveals spending dropped 5% in 2008-9, as data shows 5.2% rise in prices driven by energy, food and transport

- ▶ Only major companies had access to Employee savings platforms due to high costs and time consuming implementation

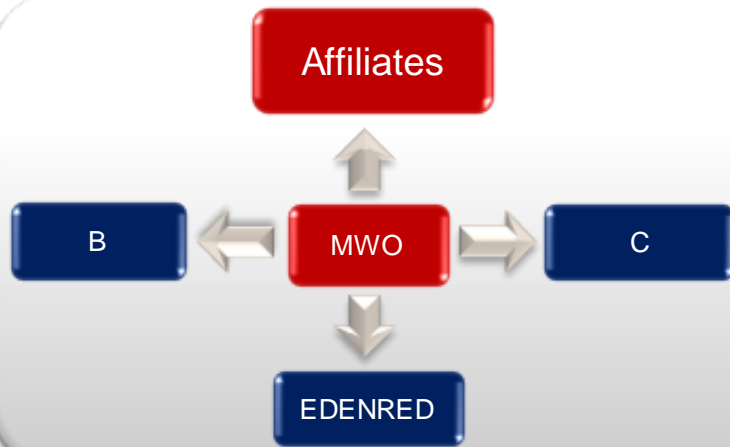
## Proposition



- ▶ Provide employers with online platform for employees to save money on day-to-day shopping
- ▶ Increase purchasing power and employee engagement
  
- ▶ Simplify implementation process, develop packaged and personalised offer

## Our solution :

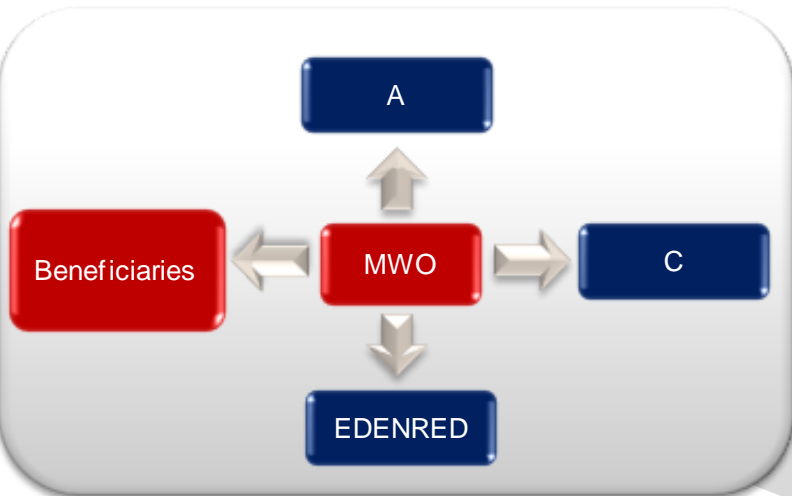
- Capitalize on existing base and develop **A**ffiliates network through data driven communication channels.
- Develop direct contact with **B**eneficiaries
- Differentiate offer from competitors for the benefit of our **C**lients



## INCREASE BUSINESS VOLUME

- Product promotion, vouchers/cards
- New end users sales
- Visibility/brand awareness
- Exclusive entry in B2B channels

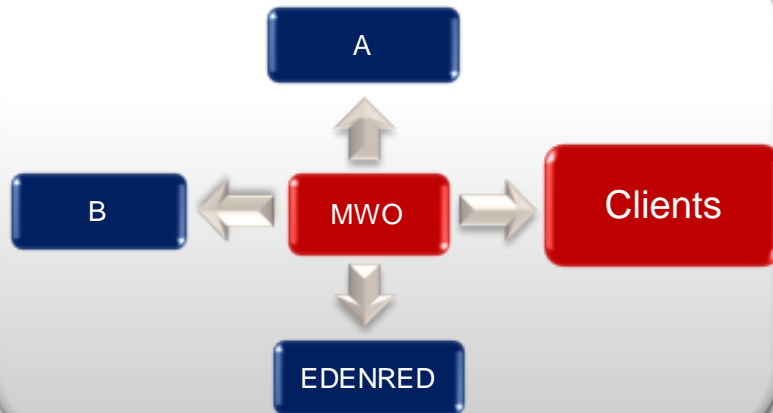




## HELP FACE ECONOMIC CLIMATE



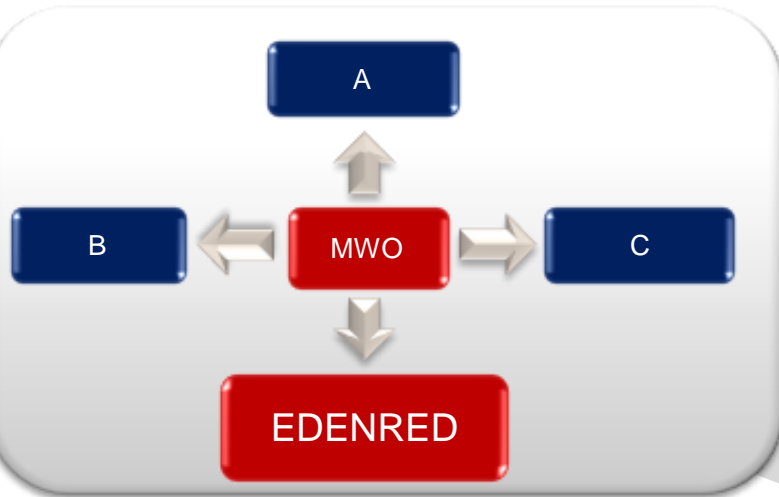
- Exclusive savings on 450+ retailers
- Travel clubs, discounted holidays
- Cash back: > 1,400 offers
- Ease of use: reloadable cards, SMS vouchers
- Single sign on, seamless process



## OFFER VALUE TO WORKFORCE



- Increase motivation and engagement
- Increase purchasing power
- Easy/fast platform customisation
- Comprehensive communication plan (e-mails, posters, leaflets)



## INCREASE TRANSACTION VOLUME

- Offering differentiator
- Address SMEs with new solution
- Increase network fees, awareness
- E-mail database, beneficiary profiling
- Online SSV/C sales commissions
- Up and cross selling





## Platform customisation

✓ 20 minutes to set up



## Ongoing e-mail campaigns

✓ Customised to fit with overall client objectives



## Communication with beneficiaries to increase engagement

✓ Maximise client R.O.I

# Example – Offers



- **Clothing and fashion**
- **Electrical products**
- **Food and drink**
- **Holidays and travel**
- **Supermarkets**
- **And many more**

– up to 20%



– up to 17%



– up to 10%



– up to 10%



– up to 5%



# Example – Branding



## MWO Landing Page



Welcome Peter Savile | Today: 25 October 2011 | Admin | My Details | Feedback | Sign Out

Home | Search for offers: enter a retailer name e.g. Apple or product type e.g. TV | Search | Favourites | Card and Voucher Cart: 0 items - £0.00

Browse Categories | Latest Offers | Savings Calculator | Offers near you | Cashback | Vouchers and Cards

### Featured offers

Recommended Offers

**Favourite Offers**

### Your Favourite Offers

Here are your current favourite retailers. We use these to source better offers so remember you can add to these at any time by clicking on 'Add to Favourites' on your favourite retailers.

- superbreak
- Apple Store
- Sainsbury's
- raileasy
- B&Q
- HOMEBASE

Click here to see the full list

### New Offers

- redcandy: 13% Off ALL Orders
- fabriah.com: 10% Discount on All Hair Products
- QIZZANOHEAVEN.COM: 10% Off Memory Cards, cables and phone accessories

View All

### Offers expiring soon

- Deat Layt: Free membership until 01/01/2011
- T.M.Jewin: Extra 10% off all prices in store & online
- Homebase: Fright Night

### Top offers near you

Show offers near: Home | Work | Another Location

- Marks & Spencer - Save 5.5% (0.9 miles)
- Mothercare - Save 6.5% (1.6 miles)
- Sainsburys - Save 4% (3.8 miles)

More offers near you

### Most popular offers

- Apple Store - Up to 17% off
- The Gourmet Society - Over 50% discount of...
- Superbreak - Hotel Discounts
- DVD.co.uk - Great Choices, Better Prices

Next

### Top vouchers & cards

- Sainsburys - Save 4%
- ASDA - Save 4%
- Marks & Spencer - Save 5.5%
- Next - Save 4%

Next

### Last viewed offers

- Hamper.com: 10% Off All Hampers
- Salon Evolution: 80% Off Hair & Beauty Treatments
- THATCABLE: 5% Off all products and free delivery
- Comet SMS Vouchers: Save 8.5%
- PC World: Save 8.5%

See more

Privacy Policy | Terms & Conditions | Help

Profile-led offers

Any logo can be placed here



## Communication support for client



0843 453 4406

Existing users login here ►

## Communicating the savings

Once you've signed up to MyWorkOffers, you'll want to tell your employees the good news.

That's why we've made it as easy as possible for you to ensure all your employees know about the wide range of offers and discounts available so they can take full advantage of them.

You'll find opposite a selection of eye catching communications including promotional posters for you to print and attach to notice boards and a leaflet which you can print locally or forward to employees by email.

### Help them to start saving

The important bit to remember when communicating to your employees is your company registration Key – employees will need this when they visit [www.myworkoffers.co.uk/login](http://www.myworkoffers.co.uk/login) for the first time so they can access and start browsing the site. The registration Key is unique to your company and will be in your Welcome to MyWorkOffers email.

### Keeping your employees updated

We will provide you with regular communications that'll focus on popular categories and some of the latest offers. You can forward them directly to employees or cascade down via managers or team meetings.

Employees will also have the option to receive these updates directly from the MyWorkOffers team if they opt in to receive regular communications which they can do when they log in, under the My Details section.

### Leaflet

(Click to download)



### Posters

(Click to download)



Stay ahead.

TERMS OF USE



investor day

London November 2011

# Example – Communication



## Beneficiary email example

Having problems viewing this email? [Click here for a web version](#)



**OUR BIGGEST EVER PRIZE DRAW JUST GOT BIGGER!**

### Top Prizes:

- 1st - £1,500 Travel voucher from Virgin Media
- 2nd - £1,000 B&Q Gift Card
- 3rd - Halfords Apollo Mountain Bike

### Runners Up Prizes:

- 1 x £250 ASDA Gift Card | 1 x £250 New Look Gift Card
- 2 x £250 Capital Bonds | 2 x £250 B&Q Gift Cards
- 5 x £100 M&S Gift Cards | 4 x £50 New Look Vouchers
- 10 x cases of wine\* from Laithwaites \*value of £80



**If you haven't already entered, visit the site for your chance to WIN!**  
Prize draw closes 31st October 2011.



### Editor's Pick



SAVE 15%

on high quality fashion from now until the end of November

### Just Added



SAVE ON DISCOUNTED THEATRE TICKETS

from See More Theatre this autumn.

### Most Popular



SAVE UP TO 17%

at Apple on iPads, Software, iPods, iMacs and more!

### Edenred Travel



#### Winter weekend Getaways

Two nights with dinner on first night from only £60 pp

**BOOK TODAY!**  
Call 08434 530 030

### Top vouchers & cards

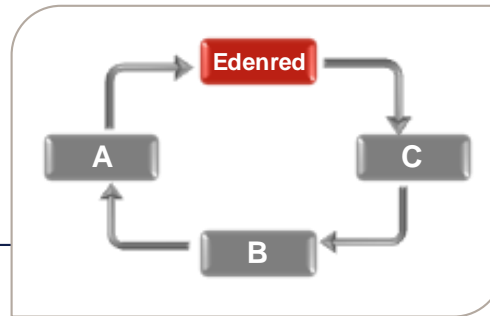
- 1 Sainsbury's - SAVE 4%
- 2 ASDA- SAVE 4%
- 3 Morrisons - SAVE 4%
- 4 House of Fraser - SAVE 8.5%
- 5 Argos - SAVE 7%

### Halloween Offer



Visit [www.myworkoffers.co.uk/login](http://www.myworkoffers.co.uk/login) or call 0800 019 66 66 today to take advantage of these great offers and much more!

Please note that all offers, prices, and codes are subject to change or withdrawal at any time



- ✓ Fast and easy to implement
- ✓ Use of digital technology allows us to address **ABC** strategy
- ✓ Edenred helps **ABC** save/make money: win-win relationships
- ✓ Brings Edenred's diverse businesses under one roof