

Companies seeking to attract and retain talent to cope with rapidly changing markets are turning to employee motivation programs to differentiate themselves, enhance productivity and respond to the new needs of their workforce.

The impact of these trends varies widely according to country economic situations.

- **In industrialized countries**, continuing urbanization, a growing number of working women and an aging population that is working longer are creating new needs and expectations.
- **In emerging countries**, population growth, particularly of the middle class, and a more service-driven economy are increasing demand for human resource services. Companies in countries like Brazil, where competition for trained talent is intense, are seeking solutions to attract and retain employees and improve their purchasing power.

Governments and local authorities are increasingly searching for efficient aid distribution solutions in a context of higher budget constraints while pursuing pro-active policies to improve delivery of support to disadvantaged members of society.

Source: Sodexo.

GROWTH POTENTIAL

A market estimated at
more than 170 billion euro
in issue volume.

Sodexo estimate.

Supporting our client, Cr dit Agricole Consumer Finance in France

A CUSTOMIZED RESPONSE

In seeking an exclusive partner for its gift vouchers incentive programs, banking client Cr dit Agricole Consumer Finance (CA-CF) chose Sodexo's customized response, a common motivation solution adapted to each beneficiary, whether an internal employee or external partner.

Our client's needs

CA-CF needed a way of organizing its gift incentive program to recognize all parties contributing to its objectives: 4,000 external commercial partners and employees. The challenges included offering beneficiaries a wide selection of gift choices, avoiding the handling of often perishable merchandise inventory, minimizing the risk of loss or theft and reducing costs.

Sodexo's response

Sodexo supported and advised its client at each step of the project, implementing a single solution built around its "Spirit of Cadeau" gift card. This solution enabled CA-CF to provide a consistent offer adapted to both external and internal beneficiaries: brokers compensated according to the number of contracts signed; vendor employees, based on attainment of sales objectives; and, CA-CF employees, with rewards linked to performance metrics such as achieving a 100% rate at the call center. All beneficiaries can use the card at a network of 150 affiliated stores and 40 internet sites or convert it into gift vouchers on a special website.

Results

A major factor for CA-CF was Sodexo's expertise, including its ability to advise the client about legal obligations and develop a successful incentive program that fully complied with new French regulations on external motivation programs.

Today, says CA-CF's CEO for France St phane Priami, the Company is able to manage its motivation program more easily and efficiently, helping to drive sales and manage its network of partners:

"Sodexo's solution has enabled us to increase the effectiveness of our motivation program with both our employees and external partners while also simplifying its administration and reducing its costs. Their expertise in creating and running incentive programs and on the application of the new regulations also has been invaluable."