

écurie eXperiences Incentivising Staff



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.

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

Use eX Corporate to provide:

- **Increased employee engagement** - offering desirable, appropriate rewards and communicating them effectively.
- **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 high profile reward** that is visible to the whole office not just the recipient
- **A reward that lasts all year** rather than a one-off event
- **An exciting external perception** when recruiting - become an employer of choice

Case Study Incentivising Staff

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

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

- › Top yearly performer in each store, budget approx. £300
- › Top yearly performer in each region (across 4 sales regions), budget approx. £1,500
- › Top yearly performer nationwide, budget approx. £6,000.

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 £50,000 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 half membership to ecurie25 Supercar Club.

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

Reward Scheme Promotion

2 x A1 posters and 5 x e25 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	£22,500
4 x weekend in a Lamborghini	£5,400
1 x Supercar Club half membership	£5,750
Marketing	
Email campaign setup	£1,000
12 x email shot	£1,800
108,000 additional emails	£1,600
500 x e25 magazine	£1,600
200 x A1 posters	£2,000
One-off artwork charge	£500
15 hours artworking	£1,000
Total	£47,850

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



Next Steps

This case study demonstrates just one way in which the eX 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.