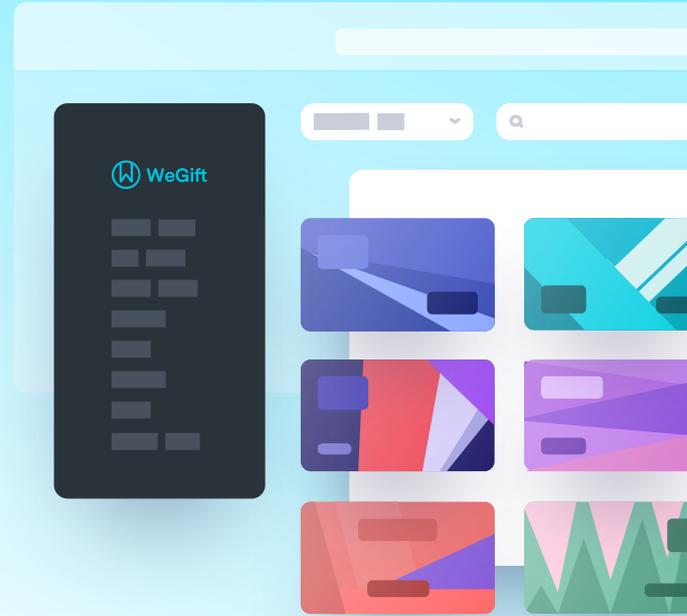




Sodexo realises vision for open-value digital rewards



Key Metrics

50+ Integrations

Sodexo connected with tens of big-name retailers at launch while retaining its existing partner network.



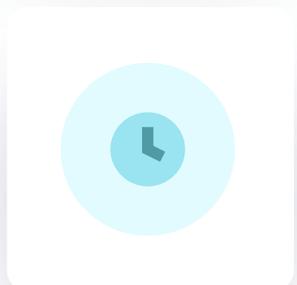
Over 50% uplift in average load value

The switch to instant, open-value rewards led to a significant rise in the amount being loaded onto each eGift card.



100s of operational hours saved

Sodexo automated millions of manual interactions while bringing over 10 different integrations down to just one.



About the client



Sodexo is a global leader in the supply chain and business services industry. Founded in 1966, the company has grown to become the world's 19th biggest employer, offering solutions across catering, facilities management, property and home care among others.

One of Sodexo's main strengths is in Employee Benefits and Staff Rewards & Recognition, where it continuously meets the demands of clients big and small through a people-first approach. Sodexo's Engage platform is used by thousands of UK and EU businesses to improve staff wellbeing and satisfaction.

- Over 450,000 employees
- 55+ years of experience
- 9,000 UK clients
- Active in 80 countries
- Serves 75 million businesses daily
- €20 billion in consolidated revenue per annum

Background

Rewards breed happy workplaces

Digital rewards represent a focal point of Sodexo Engage: a leading employee and consumer engagement platform, which is split into three main services. These are Glow (for staff benefits), Shine (for inspiring success through incentives) and Neon (for driving consumer engagement).

WeGift's API-first approach aligns perfectly with Sodexo's Staff Benefits and Incentives Programmes, which represent a crucial part of its recognition and benefits arm. Managers and employees logging into the Sodexo portal to send or redeem digital rewards now receive their orders in seconds with just a few clicks.

This could be a team leader gifting £50 to their "star of the month", or an employee loading £20 onto their reward card. In any case, a quick, seamless transaction provides a sign of a job well done.

Problem

Providers that failed to hit the mark

When it came to supplying customer with digital rewards, Sodexo wanted to transition away from the manual ordering, payment and fulfillment methods to a newer, more digitally driven process. This was inspired by a major shift in market demand, as consumer expectations for digital on-demand services had become the norm due to the rise of players like Amazon, Uber and Netflix.

Sodexo's initial foray into the world of digital rewards came via direct partnerships, and various projects to integrate directly with eGift card brands. These integrations proved incredibly difficult, bringing a mix of problems regarding communication and hidden costs, not to mention the time involved with recruiting and maintaining relationships with hundreds of retailers.

It took weeks to integrate just one brand. Once an integration was done, Sodexo received its eGift cards in the form of raw data. Design and technical resource was needed to turn these into something that resembled a user journey, which also required sign off by the retail brands. Any changes to T&Cs had to be carried out by its team. Questions were going unanswered. And after exploring a number of options, Sodexo decided to try something different.

The company's main aim was to get all of its platforms connected to instant, open-value digital rewards. After assessing its options, the group began looking for a global, adaptable and cost-effective platform, backed by a team with strong experience of the market, and an ability to service Sodexo's complex and unique needs.

Key requirements

- Ease of use and integration
- Self-serve platform
- Instant, open-value eGift cards
- Automated payment and delivery processes
- Expansive rewards catalogue
- Cost-effective against competing solutions
- Responsive customer service
- Single point of contact for all brands





James Bancroft

Digital & Physical Gift Card Platform Development Manager, Sodexo

“Free processors required a serious investment of time and money. They weren’t responsive enough, and couldn’t fulfill our needs.”

Solution

WeGift “Connect” helps reward & benefit providers like Sodexo deliver open-value eGift cards from over 500 brands instantly, and on demand.

WeGift’s API-first technology and market-leading order management products enable partners to get everything running within hours. WeGift offers complete transparency across the entire eGifting process, with payments, invoicing, reconciliation, delivery and analytics all managed by a single platform.

With each card providing extra value through market-leading discounts of up to 25%, there is no better way of engaging employees and building a culture of success.

Features

- Market-leading discounts on rewards from over 500 brands internationally
- Global eGift cards with multi-language and currency support
- Personalised delivery to make staff feel valued
- Automated invoicing and reconciliation
- Real-time analytics for tracking redemption and managing stock
- Streamlined customer service and relationship management

What WeGift delivered

We didn't want to go "all in" from the outset; the plan was to find a solution that could scale according to our demands. On studying the market, it was clear that only a handful of suppliers could meet our required levels of choice and functionality, and WeGift was at the top of the pile.

The WeGift team is experienced, open and collaborative. They understood our challenges better than others. And while their responsiveness helped, we had technical demands for our existing brand relationships which we needed to retain. WeGift's technology was flexible enough to shape itself around our goals, adapted to our requirements and gave us an open relationship to build off.

The API's setup was made easy through clear and concise documentation – a rarity in the eGifting space, where you tend to deal with 50-page guidebooks that only technical workers can understand. Even our European teams have praised the assistive nature of WeGift's instructions, which set the tone for a simple, efficient onboarding process.

When it came to the implementation – an area in which every processor had failed – we were astonished at how quick it was to get everything set up. WeGift supplies rewards in numerous markets, languages and currencies. We integrated with over 50 retailers in one hit and gave our clients a frictionless method of ordering e-vouchers through the comfort of a Sodexo-branded platform. This avoids any confusion over suppliers and the ultimate stamp of approval for WeGift, who we trust to deliver under our name.

From a business perspective, the technology has circumvented the risk of buying massive amounts of stock. We've moved from a system where our money was being held with retailers – many of whom are susceptible to pressures on the high street – which has improved our cash flow and capital investment.

Lastly, we have to praise WeGift for giving our clients more flexibility, choice and freedom. Just one week after the setup phase, we saw a user checking out with a reward worth £1,032. This is exactly what we envisaged in terms of giving our clients a blank canvas to work off. Some brands have seen double-digit growth since the move from pre-denominated cards to instant, open-value formats.



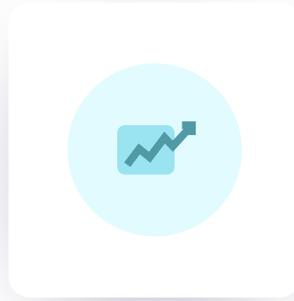
Ben Jones
Partner and Affiliate Director, Sodexo

“Through its team, technology, and the power of open-value rewards, WeGift Connect has revitalised our e-voucher card offering.”

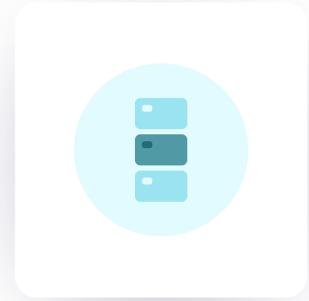
Success in numbers



Over 10 integrations
reduced to just one



64% increase in load value
of eGift card purchases



Over 50 brands
added in a single hit

Summary

After encountering issues with various routes and providers, Sodexo wanted a platform that could satisfy the demands of its large-scale, global operation.

WeGift stepped forward and immediately ticked all the boxes with its seamless integration, responsive customer service and market-leading range of features. The platform even managed to accommodate Sodexo's existing partners while providing instant access to a range of new brands.

Sodexo's clients have shown a clear preference for open-value digital rewards; buying more eGift cards, more frequently, and in higher amounts. This is just the beginning, with both Sodexo and WeGift recognising that there are many more revenue and efficiency opportunities to explore. This partnership is viewed as an immediate solution for today as well as forming a new horizon for Sodexo's Employee Benefits and Rewards proposition.



eGift cards
re-imagined

Learn more about WeGift Connect

wegift.io/connect



Have a Question?

wegift.io/contact

