

## Parcelforce Worldwide build their sales incentive scheme on the PeopleValue reward and recognition eReward platform



“PeopleValue have really supported the Dream Team sales incentive programme since its introduction. They provide us with regular monthly reports and are constantly working with us on improvements and are very proactive. PeopleValue have delivered a solution that has added real value to our business, taking our scheme to another level and offering the participants a great choice. The scheme has without doubt supported our business objectives.”

Andi Betteridge, Marketing Campaign Manager  
Parcelforce Worldwide



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## Company Background

For over 20 years, Parcelforce Worldwide which is part of Royal Mail Group Ltd, has provided a vital link for businesses needing to send express shipments internationally and in the UK. With over 30,000 customers across the country, circa 4500 employees and 52 depots in the UK, Parcelforce Worldwide delivers some 58 million parcels a year and reaches 99.6% of the world's population covering 240 countries.

## Programme Background and Purpose

Parcelforce Worldwide have been running an internal incentive scheme for over seven years. It was set up with the primary objective of incentivising their drivers to provide sales leads, based on the fact that drivers have a great deal of contact with potential customers and can provide good intelligence on what is happening at the point of purchase.

## The Solution

In 2009 Parcelforce Worldwide engaged PeopleValue to provide a comprehensive online incentive scheme that would be easy to use and administer whilst providing the drivers with an extensive choice of rewards.

Parcelforce Worldwide drivers are encouraged to identify potential sales opportunities when out on the road. The sales team then qualify the lead and if they are able to make a sale and generate revenue within twelve months of receiving the lead, the driver is awarded points based on the revenue generated.

“During the last year we have had over 1200 drivers participating in the scheme which is a significant proportion of our workforce. At the same time the quality of the leads has improved every year. Our goal is to get over 50% of the workforce engaged with the programme,” said Andi Betteridge, Marketing Campaign Manager, Parcelforce Worldwide

Rewarded drivers who receive points redeem them at a password protected website created by PeopleValue where the account for each individual driver is displayed. The website is easy to navigate making it simple for the drivers to redeem their points and claim their rewards.

The scheme is built on PeopleValue's eReward platform which is an online points based solution designed to give the maximum reward choice to the participants. It provides managers with the flexibility to award points based on pre-agreed criteria, with minimal impact on administrative processes. Participants have the choice of collecting the points or spending them as they are acquired on a range of over 10,000 products and services that are accessed via the Parcelforce Worldwide branded website.



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## The role and value of PeopleValue

The PeopleValue eReward solution was implemented in 2009. PeopleValue were already being used in other areas of the Royal Mail Group and their performance was closely monitored by the Parcelforce Worldwide team before they decided to move across to the PeopleValue online system.

Parcelforce Worldwide were specifically looking for more choice for their workforce. As part of the process of engaging PeopleValue they ran a test of the scheme amongst a group of their drivers which proved very successful.

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“PeopleValue have been great and have really supported the scheme since its introduction. They provide us with regular monthly reports and are constantly working with us on improvements and are very proactive,” said Andi Betteridge. “They have delivered a solution that has added real value to our business, taking our scheme to another level and offering the participants a great choice. The scheme has without doubt supported our business objectives.”

## About PeopleValue

PeopleValue deliver proven loyalty, reward, incentive and employee benefit programmes to a diverse range of organisations. We deliver programmes to a broad range of sectors including retail, pharmaceuticals, utilities, public sector, the hospitality and leisure industry and financial services. PeopleValue have over 150 customers including Whitbread, Royal Mail, Corus, NG Bailey, npower, RAC, Twyford, Yes Telecom (Vodafone), and Aviva.

## PeopleValue delivers:

- A deep understanding of the challenges businesses face today to achieve their revenue and profit goals
- A highly experienced and knowledgeable multi-disciplined team including IT, communications, motivation, design and marketing specialists
- A set of proven solutions that are continually improved and refreshed that are capable of delivering a rapid ROI
- A simple to manage, use and easy to administer online scheme
- A rich and wide range of reward choice
- An extensive understanding of the processes behind reward and incentive schemes
- A full suite of management and measurement reporting tools
- Experience in introducing and administering schemes of all sizes and complexity in a wide range of industries and organisations

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