

Press release

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Accentiv' publishes its first international rewards barometer

To measure market changes and expectations in terms of rewards solutions, Accentiv', the "rewards and incentive" division of Accor Services, conducted an international survey covering six EU countries (Germany, Belgium, Spain, France, Great-Britain and Portugal) in April 2009. Almost 700 decision-makers from European enterprises agreed to reply to a series of questions for this first international rewards barometer.

The results provide us with the main rewards market trends and allow a comparison between European and French companies:

In Europe, as is the case in France, **multi-store gift vouchers** are particularly effective for rewarding performance, commitment or loyalty within a company, thanks to the **wide choice** they give to beneficiaries. From this point of view, companies have given priority to **employee motivation or sales-force stimulation**. We also observe greater **generosity for employees** (**€ 280 on average** per year and per employee) than for any other target beneficiaries (partners, distributors, consumers). This trend is even more clear-cut in France. Lastly, even if certain companies believe that paper gift vouchers will still be used for many years to come, most of them consider that they will be replaced by **gift cards**.

- **European companies much prefer multi-store gift vouchers**

Over 80% of European and French companies surveyed indicated that they had already made use of rewards solutions. Amongst these companies, the "Top 3" rewards solutions already used include principally **multi-store gift vouchers (60% of replies cited)**, **incentive travel (45%)** and **gift merchandise (42%)**.

⇒ In France, **multi-store gift vouchers** are also the most regularly used reward, but to a **much larger extent (95% of cited replies)**, followed by **incentive travel (37%)** and **gift merchandise (34%)**.

In the case of companies wishing to start a rewards program, **45%** also indicated their desire to use firstly **multi-store gift vouchers** followed by incentive travel (32%), gift merchandise (27%) and gift boxes (24%).

⇒ In France, multi-store gift vouchers would be chosen first in **78%** of cases, followed far behind, and in almost equal proportions, by incentive travel (19%), gift sets (18%) and gift merchandise (16%).

Although **gift cards** are not yet significantly used in reward programs in Europe, 33% of companies consider that vouchers will be replaced by prepaid cards, even if 20% of companies still think that paper has a major role to play. The trend is essentially the same in France.

Gift vouchers and cards therefore have a major role to play in rewards solutions; in the case of **multi-store gift vouchers**, their selection is in particular justified in **65% of cases cited by the very wide range of shops or store chains** that accept them.

▪ **Staff motivation: at the heart of company priorities**

When European companies use rewards solutions, the most frequently cited objective is **the motivation and recognition of their employees (52%)**, followed by the stimulation of internal sales forces (42%), the stimulation of distribution networks (34%) and developing the loyalty of end customers (33%).

French companies choose rewards solutions firstly to **stimulate their sales forces (56%)**, then to **motivate their employees (44%)**. Building the loyalty of consumers is then cited in 40% of cases and lastly the development of external sales force loyalty in 34% of cases. It should be noted that rewards are used in France in 25% of cases to accelerate consumer promotion campaigns.

▪ **The other major trends of the rewards barometer**

- ⇒ Generosity is in general greater for employees (€ 280 per year and per person) than for distributors (€ 270) and customers (€ 218). It should be noted that in France, the trend to reward employees is even stronger.
- ⇒ 57% of European companies consider that price is the first decision factor to purchase a rewards solution; simplicity of use for the beneficiary being a key deciding factor in 54% of cases, and simplicity of management in 46% of cases.
- ⇒ 27% of European companies intend to implement a rewards solution program with a partner within the next 24 months (22% in France), compared to 32% with no such intention (26% in France).

In conclusion, multi-store gift vouchers are greatly preferred by companies and represent an effective motivation tool. Thanks to its multi-store gift voucher or card, Accor Services thus responds perfectly to the expectations of companies by supporting them internationally in around thirty countries.

The next barometer for Accentiv', the 'Rewards and Motivation' division of Accor Services, will be started in the second half of 2009.

Present in 14 countries, Accentiv' is the specialist for rewards, stimulation, motivation and loyalty building and provides end-to-end solutions, from program design to reward delivery. Its global offering is both international and multi-local. **In France, Accentiv' is present along with Accentiv' Kadéos, French market leader for multi-store gift vouchers and cards.**

Accor Services, world leader for prepaid service vouchers, designs and develops innovative products and services for personal wellbeing and collective performance, for companies and local authorities. By providing secure prepaid solutions, Accor Services strives to facilitate the lives of employees, citizens and consumers, whilst responding to the demands of organizations in the area of social, economic and marketing policy. Its offering is based around three areas: advantages for employees and citizens, rewards and incentives and management of business expenses. Today, **32 million employees** and **490,000 customers** use Accor Services products in **40 countries**. www.accorservices.com

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