

pluxee

Viridor

**Rewarding with
purpose. Delivering
moments of joy.**

Giving employees more
of what really matters in
their lives.



✘ Making an impact during Christmas 2022 and beyond...

🏠🏠 Once the £100 was deducted from the card, I just had £14 to pay for a three-course meal and drinks for 15!”

A focus on people.

People were at the heart of Viridor's reward strategy for Christmas 2022.

So much more than a thank you, Viridor wanted to deliver a gift that would make a lasting and positive connection with its employees.


Through their engagement survey and some listening sessions, it became apparent that the cost-of-living crisis was worrying colleagues, particularly with the festive period approaching.

Viridor put many initiatives in place over several months to support employees, including a Christmas reward delivered via our Pluxee Card.

Our Pluxee Card Solution:

- 94.55% employee activation rate
- Over £25,000 in employee top ups
- Over £58,000 employee spend
- Over £1,000 cashback earned



 **Our values have been built by our people, for our people, which means they are authentic and being lived and breathed across our business.”**

Statement taken from Viridor's Purpose, Vision & Values



**Delivering more
of what really
matters.**

2022 was a year of change for Viridor, yet still one of high performance.

People were at the heart of this success, so Viridor decided to explore a way to reward them by making it possible for them to afford more of what matters, whilst also providing much needed financial support. This vision went beyond Christmas 2022.

🏠🏠 With it being the first festive season post-lockdown, we were relishing having a bigger-than-usual family gathering at our home for christmas dinner and celebrate together after so long apart. But with the cost-of-living crisis beginning to pinch, the prospect came with some trepidation, balancing costs and making sure everyone had the best day.

When the Pre-paid card arrived through the post, it was such a welcome surprise; it was easy to activate, and I was able to go to the supermarket and get every treat and trimming you could possibly wish for a family feast.

Once the £100 was deducted from the card, I just had £14 to pay for a three-course meal and drinks for 15! What a treat."

Ryan Peasland

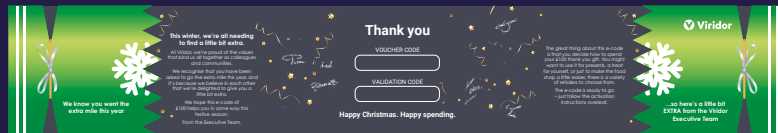
Communications and Engagement Specialist Viridor

X The brief.

Already a trusted and preferred supplier, Viridor turned to Pluxee UK to deliver a Christmas reward with a difference.

A purpose-driven business, and one of the Best UK Workplaces, Viridor's ambitions were clear - surprise their employees with a Christmas reward that:

- Wouldn't be wasted
- Was flexible, inclusive, and could be tailored to their employees' unique needs
- Was environmentally friendly
- Stretched salaries further
- Ensured every employee at Viridor felt valued, supported, recognised and rewarded for their achievements.





“Viridor loaded £100 onto a Cashback-earning Pluxee Card and Gifted one to every employee!”

“Viridor’s employees have spent over £58,000 On essential items and tech.”

pluxee

The solution. ✖

Versatile and impactful, it's the reward that gives you more!

Our Pluxee Card works as hard as your people, creating opportunities for businesses to link their reward and employee wellbeing strategies into one mode of delivery. **Everyone wins!**

Pluxee Card = prepaid reward and benefits offering powered by VISA! You and your employees can add funds to the card whenever you choose.

More for your money with cashback!

Our Pluxee Card gives your people even more, with the chance to earn up to 15% cashback at some of the UK's favourite retailers every time they use their cards in-store or online.

More moments of joy!

Viridor understands that every penny counts! They may have loaded their Pluxee Cards with £100 for every employee, but they stretched it further by allowing their people to access the cashback earning opportunities.

There's no Secret Santa here, and Viridor's employees knew who to thank for this highly impactful and supportive reward. **It's the gift that keeps on giving!**

Beyond the tick box.

Our Pluxee Card ticked all the boxes for Viridor.

Still, wanting to add that little extra, they chose our Christmas Reward Package, which included a branded card holder with personalised messaging and a box of chocolates for every employee – delivered to their home!

When Viridor's employees opened their doors, they received a gift that cemented in their minds the messaging and values of their employer.

Is it any wonder Viridor received an award for being one of the 'Best UK Workplaces in 2023'?

The viridor brief	Success	The Pluxee Card Offering
Wouldn't be wasted	✓	Viridor loaded £100 cash onto a card that employees could spend however they chose.
Was flexible, inclusive, and could be tailored to their employees' unique needs	✓	You can use our Pluxee Card wherever Visa prepaid is accepted, online and in-store, giving Viridor's employees an array of choices.
Was environmentally friendly	✓	We produce our cards from recycled PVC and have a virtual-only offering.
Stretched salaries further	✓	The cashback facility allows employees to earn up to 15% cashback whenever they use their card to pay for goods at a participating retailer.
Ensured every employee at Viridor felt valued, supported, recognised and rewarded	✓	A surprise gift, it made a real impact. Since employees can add funds to the card whenever they choose, the potential to earn a considerable amount of cashback is in their hands.



Open up a world of Opportunities.

A loyal and grateful workforce.

Viridor's generous and supportive approach to reward and recognition has led to their employees viewing them as a positive, kind, and caring employer, which in turn helped them to achieve Great Place to Work accreditation for the first year.

At Pluxee UK, we're incredibly proud to have helped Viridor get their Christmas initiative out on time, helping to create more moments of joy during what was a challenging period for many.

Engagement and Awareness.

Viridor's Christmas 2022 initiative was so well received it renewed its employees' interest in discovering what else the business was doing to help them. As a result, Viridor has seen a higher uptake and engagement with the other employee benefits they provide.



📊 **94.55% Of viridor's employees are engaged with this salary-stretching employee benefit."**



✕ Efficiency and strategy.

When clients enrol in our Pluxee Card initiative, we encourage them to plan beyond the initial reward and to utilise the product to its full potential.

This means:

- Selecting to allow employer and employee top-ups.
- Opting for the cashback function so that the funds loaded stretch beyond the original value.
- Utilising the **Pluxee Card** to deliver future cash rewards and bonuses.

Viridor went for all three features, **giving their employees more** and establishing an **efficient, sustainable** and financially supportive employee **wellbeing and reward strategy** within their business.



Pluxee is the global leading employee benefits and engagement partner that opens up a world of opportunities to help everyone enjoy more of what really matters to them.

Through a full range of innovative and digital solutions deployed in 31 countries, Pluxee creates meaningful, engaging, and personalised experiences to contribute to the wellbeing of individuals at work and beyond.

In the UK, Pluxee offers award-winning employee benefits, rewards and recognition all designed to bring more value to people. Globally, Pluxee supports the purchasing power and promotes the well-being of more than 36 million consumers. Pluxee accompanies 500,000 clients to develop more meaningful relationships with their employees and improve their engagement. Pluxee simplifies the life of 1.7 million merchants every day. Strengthened by its historical ties with Sodexo, Pluxee with its 5,000 employees is committed to increase its influence as CSR leader by giving its clients, partners and consumers the means to make more sustainable choices every day.

Choose Pluxee.

www.pluxee.uk