

Case study: Groupe Aeroplan



Situation

Groupe Aeroplan — the company behind Nectar, the leading consumer coalition loyalty programme wanted to ensure that its employees had an equally cutting-edge employee benefit package. Most employees did not know the full value of their reward package.

Furthermore, Groupe Aeroplan was not offering the flexibility and tax efficiencies that would turn an already good package into a great one. Groupe Aeroplan was committed to giving employees a clear understanding of their existing benefits, and the opportunity to amend their package to suit their individual needs.

Action

Groupe Aeroplan sought a provider who excelled in both consultancy and technology to ensure that the implementation was a painless process. It wanted to draw on the strength of the Nectar brand so "Sweeter Rewards" was designed to replicate the Nectar points statements.

Sweeter Rewards allows employees to:

- Spend up to 20% of their salary on flexible benefits;
- Exercise salary sacrifice options on their pension, childcare vouchers and bicycles;
- Take advantage of discounts on items such as car rental, eye care, video/DVD rental and wine.

Result

"Engagement with Sweeter Rewards has been high and a post-implementation survey of staff showed that more than 80% understood their benefits package better as a result of the launch.

For employees, it's given them a real understanding of the value of their benefits. By implementing salary sacrifice we have been able to offer benefits which are tax efficient for employees and the company (Groupe Aeroplan save £40,000 per year in national insurance costs)."

Gabrielle de Wardener,
Human Resources Director,
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