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## Sodexho Launches Multi-Store Voucher

By Anonymous

### INCENTIVE SCHEME

Management services provider Sodexho is bucking the giftcard trend to launch a multistore voucher called SayShopping this month.

According to Sodexho incentives and motivation director Alexandre Meerson: "This voucher is the result of two years of research, careful planning and huge investment. It is a natural move for us. We know how to incentivise and motivate and have been able to identify new trends and opportunities that will allow for substantial growth in the market." He added that Sodexho planned to gain a 30% market share by 2010.

Retail partners already signed up to SayShopping include Halfords, Comet, JJB, Woolworths, River Island and Virgin Megastores.

Meerson said some 30-plus brands were on board, with participants from retail as well as lifestyle, entertainment and luxury sectors. Sodexho plans to have between 12,000 and 15,000 outlets accepting the vouchers.

Sodexho already reaches employees via its existing catering and support services, which include cleaning, reception, switchboard and helpdesks, mailroom, reprographics and grounds maintenance contracts.

"Every day, a million employees are served by Sodexho in the UK alone. That's why some of the UK's biggest brands have joined with us to provide this motivational tool," claimed Iain McMath, managing director of Sodexho.

Recipients of the vouchers will be encouraged to enter their voucher number and postcode details online, and are then entered into monthly prize draws to win hospitality and travel rewards. Partners are able to use data about voucher use and users, and should have the facility to develop focused sales promotions to increase store footfall and brand loyalty.

All production and processing will be controlled in-house by Sodexho's voucher facilities.

"Research has shown that the voucher remains more popular among consumers at the moment, which makes this the best time to launch our voucher offering. We are also planning a gift card to follow within the next 18 months," added Meerson.

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