



## Press Release

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### **npower launch ground-breaking employee reward scheme**

npower today launched a ground-breaking employee reward scheme, the first of its kind within the energy industry.

The scheme called 'npower smile', is designed to reward employees for being a npower dual fuel customer and provide insightful feedback into areas of the customer journey which require further enhancement.

'npower smile' is open to all 11,000 RWE npower employees based in the UK, and offers them a huge range of rewards, designed to reflect the diversity of npower's workforce; anything from a donation to the corporate charity, to the ultimate day at the races.

Patrick Harvey, head of propositions at npower said:

"The scheme provides employees with a range of rewards to recognise their contribution towards the continuing success of npower. It is another step towards the holy grail of 'turning customers into fans', building upon the work we are doing to develop a better understanding of what our customers really want from their energy provider.

"If our employees are able to follow the journey that consumers undertake, they can assist in delivering the best experience based on their own prior knowledge and understanding. "I wanted the scheme to be unique, by not only rewarding our people for being an employee, but also providing a real and tangible incentive to help improve the service that we offer. This can only be good for our employees and our customers."

In developing npower smile, npower worked closely with Peoplevalue who are experts in this field.

Mike Morgan, Managing Director of Peoplevalue said:

"It is important to both npower and Peoplevalue that this scheme provides the right incentive to the employees of npower, enables them to take advantage of the great offers on energy that are available and get a 'thank you' at the same time.

The scheme is the first of its kind, as npower, rather than just offering incentive based rewards, are asking their staff to experience the customer journey and provide feedback.

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Having worked with many organisations on schemes designed to motivate and reward employees, given the approach and attitude of the npower project team and the support of their management, I have every confidence that the scheme will be a resounding success."

For further information please contact the npower press office on 0845 070 2807

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#### About People Value Limited

People Value Ltd is based in Oxford and was formed in August 2002 to offer employers fresh, innovative solutions that can be readily adapted to meet specific client requirements, significantly enhance existing remuneration packages and provide the tools to motivate, inspire and retain employees. Since then People Value has developed their solutions to meet the challenges faced by membership based affinity groups and customer loyalty programmes. People Value has attracted a number of blue chip corporations, including household names such as BP, Norwich Union, Swiss Port, Rank, Capita and Corus (formally British Steel).

People Value is managed by a team of experienced professionals drawn from the fields of HR, IT and Business management. The company has the backing of private individual investors.

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