



Press Release

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Peoplevalue announce new RAC partnership.

RAC and Peoplevalue are pleased to announce their new partnership and the launch of RAC Reward and Celebrate...Success reward scheme for Patrolmen.

Since its foundation in 1897, RAC has established a tradition and reputation as the UK's most forward thinking and progressive motoring organisation. From their introduction of the first uniformed patrols in 1901, to their current incarnation with the world's most advanced computer systems dealing with calls for roadside assistance, RAC has remained the innovators of their industry.

In their tradition of innovation, RAC, together with Peoplevalue are launching Reward and Celebrate...Success, which looks to incentivise performance in the field among its patrolmen.

Given membership to the meritocratic rewards system, RAC Patrolmen will be awarded points weekly according to their performance in the field. These points can then be redeemed against an exhaustive range of rewards and products, including RAC branded merchandise on Peoplevalue's bespoke redemption platform. An exclusively points based system; the Patrolmen will be given access to a fully customizable and managed flexible non-cash incentives program which will ensure employee satisfaction and motivation.

Chosen for their experience and expertise, Peoplevalue were identified as able to provide RAC with a cost-effective and flexible rewards solution. Their "Excellence Awards" redemption platform will be customised for RAC and will reflect the RAC branding guidelines and core values.

"We knew what we wanted from a system, and it became apparent very quickly that Peoplevalue's 'Excellence Awards' technology met our requirements spot on and allowed us to tailor the user interface to include RAC products and services. We were also impressed with the professionalism of the project team and the quality of the work that surrounded the development of the scheme which we have branded - Reward and Celebrate Success," said Steve Vincent, RAC's Business Development Manager.

"We are very happy to be working with RAC to reward the hard work and dedication of their patrolmen" says Mike Morgan, Peoplevalue's managing director. "We are adamant that the service we provide RAC Patrolmen can match the service they provide the public everyday, and that the rewards and the increased job satisfaction can go some way to paying them back for their hard work."

RAC join a growing list of clients including npower, Alfred McAlpine, Vertex, and Norwich Union who have chosen Peoplevalue to implement and manage their flexible non-cash incentives programs. (END)

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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inspire • motivate • reward