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Advantage, the next generation of voluntary benefits, claims Capita.

Already well established after its first inception, Advantage represents the newest incarnation of Staff Advantage, and the next generation of Voluntary Employee Benefits.

Innovation is integral to Peoplevalue's vision to provide their clients with the most advanced and comprehensive Benefits Platform on the market.

Voluntary members of the scheme are presented with a portal to a catalogue consisting of thousands of discounted lifestyle products and services. Implementation of the scheme ensures the maximization of an employee's disposable income and a definite potential for the improvement of their overall quality of life.

Advantage's exhaustive list of supply partners are sourced to offer demonstrable discounts exclusive to members and not available on the high street. This fully customizable catalogue is externally managed and is flexible enough to allow the assimilation of existing benefits package.

Allowing our clients to outsource the provision of their voluntary employee benefits places the management of the scheme in the capable hands of Peoplevalue. Their dedicated team has experience and expertise and is proud of their proven, exceptional levels of customer service.

The innovative platform presents a wide range of customizable features. Inherent in Advantage is the flexibility for the presentation to meet even the most stringent of branding guidelines.

"The versatility of the template allows us the freedom to recreate the Voluntary Benefits Platform in the brand image of the company and to work within their specifications to provide a fully customized user interface," says Tom Jones, head of Peoplevalue's graphics team. "We are really excited about the potential of this new platform and our ability to utilize its functionality to achieve a final product that promotes both the branding of the client and a great customer experience."

Existing clients already experiencing the benefits of the transition to Advantage include Capita, Corus and Staffcare, with many more in the process of being transferred. "Capita is very impressed with the latest release of Capita Value, which uses People Value's new technology platform. This represents a major paradigm shift from the current offers in the voluntary benefits market."

Peoplevalue's managing director Mike Morgan is confident that Advantage represents the next generation of Voluntary Benefits. "Peoplevalue are proud to be at the forefront of the Employee Benefits industry, and feel that with Advantage at our disposal, not only can we offer our clients the best package available on the market, but it also provides us with the technological platform to develop a number of unique community and ecology based features. Watch this space," he added.

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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 (formerly 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