

**SSE GIVE**

**THEIR EMPLOYEES**

**SOMETHING EXTRA**

**WITH ADVANTAGE**



# SSE BOOSTS EMPLOYEE ENGAGEMENT WITH VOLUNTARY BENEFITS FROM PEOPLEVALUE

## ABOUT SSE

Formed in 1998, SSE (formerly known as Scottish and Southern Energy) is one of the UK's largest energy companies and employs around 20,000 people operating across the UK and Ireland.

SSE has several businesses which work independently to help achieve its overarching vision to be a leading energy provider in a low-carbon world. At its core are its low-carbon renewables and networks businesses. It has a dedicated renewables business producing energy from sources such as wind farms and hydro schemes. It also owns and operates economically regulated networks businesses that transmit electricity in Scotland and distribute electricity and gas to homes and workplaces in Scotland and the south of England.

For more information, visit: [www.sseadvantage.co.uk](http://www.sseadvantage.co.uk)

## DID YOU KNOW?

SSE's distribution business (SSEN Distribution) helps keep the lights on in over 4 million homes and businesses across Scotland and southern England.

Almost 20,000 employees from SSE in England, Wales, Scotland, Northern Ireland and the Republic of Ireland have access to SSE Advantage, an innovative platform where they can enjoy an extensive range of benefits and discounts.

## WHERE IT ALL BEGAN

Although SSE was formed 21 years ago following the merger of Scottish Hydro Electric and Southern Electric, it can trace its heritage back further. SSE played a proud role in the UK's hydro power revolution, which began in 1943 with the Hydro Electric Development Act. This delivered electricity across the Highlands of Scotland and dramatically improved the lives of hundreds of thousands of Scots.

## NOT JUST ANOTHER BIG ENERGY COMPANY

Nowadays SSE's collective purpose is to provide the energy needed today and build a better world of energy tomorrow. Crucial to achieving that goal is ensuring the company attracts and retains people with talent, skills and common values. A key part of doing this is continuing its commitment to being a 'Great Place to Work' and offering employees a wide range of benefits. So, when SSE's retailer discounts offering came up for renewal, it was the ideal opportunity to review the market to seek an improved service.



# THE SOLUTION

SSE sought a benefits and discounts platform that could be accessed by its entire employee population which covers the UK and Republic of Ireland.

With our focus on ease of use, best of breed discounts, inbuilt wellbeing features and the ability to create a tailored communications plan, peoplevalue's **advantage** solution proved to be the best match for SSE's requirements.

**“We introduced SSE Advantage as part of an update to our overall benefits proposition. Prior to the roll out, we asked our employees what they liked and didn't like about our existing offering and took the research on board to introduce new and updated benefits to meet their needs.**

**SSE Advantage offered something that was engaging, simple to navigate and gave clear discounts and cash back. We also needed a provider that could give us an equally good platform for our colleagues in the Republic of Ireland. peoplevalue's advantage platform fitted the bill.”**

– Sandra Shipley, Employee Benefits Manager at SSE



# SSE ADVANTAGE



Branded as **SSE Advantage**, the peoplevalue advantage solution has had over 8,000 SSE employees register and engage with the scheme in the first year.

They have spent hundreds of thousands of pounds through reloadable cards, retail vouchers and digital vouchers, resulting in thousands of pounds of savings being made.

Incorporating their brand and using the tag line 'savings that add up!', **SSE Advantage** has a slick design, optimal user-experience and gives SSE employees a wide selection of discounts and cash back opportunities, as well as access to wellbeing resources and engaging community features.

**“The site is simple to navigate and easy to use. It has a huge range of retailers and various ways to access the discounts from gift cards down to e-vouchers. It's accessible from pcs, tablets and phones, which makes it accessible for our field-based employees. With monthly competitions and a lotto, I think it has something to offer everyone.”**

– Sandra Shipley, Employee Benefits Manager at SSE

Through peoplevalue's advantage solution, SSE employees really are making their salaries go further.

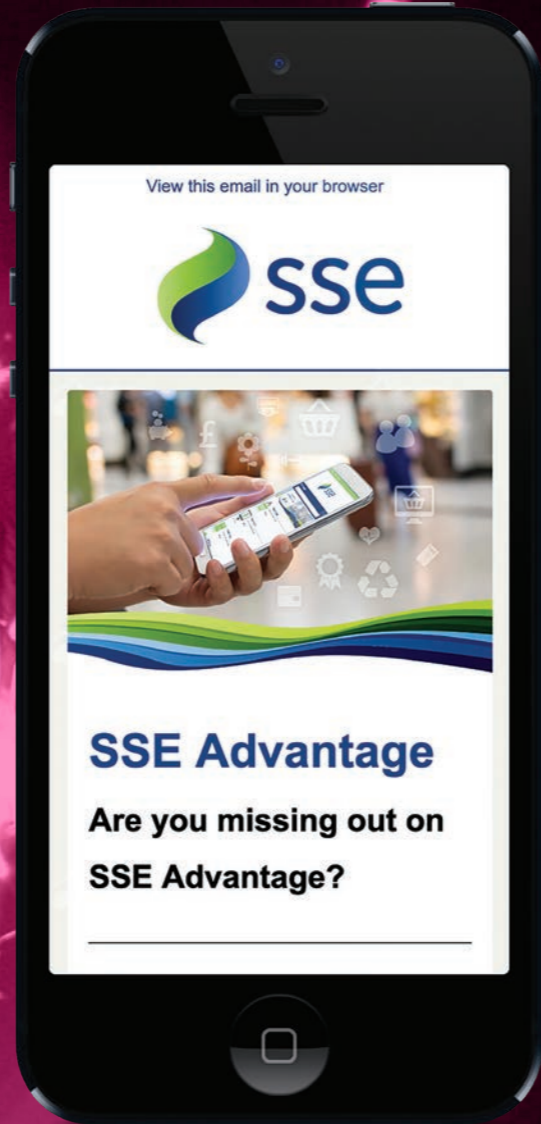
**EMPLOYEES HAVE SPENT  
OVER £700,000  
SO FAR AND SAVED  
OVER £42,000**



# IT'S ALL ABOUT THE DELIVERY...

Amongst other activities, the new scheme was promoted to SSE employees using a multi-channel communications approach which was carefully mapped out with the help of their dedicated peoplevalue Account Manager. Both online and offline, the pre-launch communications included branded washroom posters, as well as a range of graphics for SSE's intranet and employee app.

**ONE MONTH AFTER THE LAUNCH, ALMOST 29% OF THE EMPLOYEE POPULATION HAD REGISTERED AND THERE WERE OVER 15,500 LOGINS**



With **SSE Advantage** now fully established in the company, regular reminders of the scheme are sent to employees to ensure they are aware of the fantastic benefits and discounts available to them.

For example, SSE's intranet and employee app consistently feature relevant and engaging content about the scheme through news stories and creative banners which are regularly updated and modified for relevance.

## RESULTS

Since the introduction of **advantage**, SSE employees have been logging into the platform to make valuable savings that truly add up.

**"Employees have commented on the reloadable supermarket cards which, with the cashback offers, give great savings on the monthly shop. The cinema discounts are also really popular."**

— Sandra Shipley, Employee Benefits Manager at SSE

All of the cashback employees accrue while using **SSE Advantage** gets stored on the platform, so when they log into their personal accounts, they can see a full cashback summary which shows them exactly how much money they've accumulated and therefore saved. Whenever they choose, they can then transfer the money into their bank account or add it to one of their reloadable

cards. The fact that cashback can be accessed immediately is a real plus point for SSE employees.

On top of this, SSE employees enjoy being able to access discounts when they are out and about. Whether it's in the queue at a local supermarket, or at the checkout in a shop on the high street, due to **advantage's** ease of use for all devices, employees can log in at any time, anywhere and make savings.

**"I am pleased we made the move to SSE Advantage. It is a benefit I am proud to provide our employees and I think with a multi-generational workforce spread across the UK and Republic of Ireland it is something that everyone can make use of."**

— Sandra Shipley, Employee Benefits Manager at SSE

**SUCCESS AT A GLANCE**

- OVER 8,000 (40%) EMPLOYEES ACTIVELY ENGAGED WITH THE PLATFORM**
- OVER 7,000 ORDERS HANDLED THROUGH THE SERVICE**
- OVER 8,000 WELLBEING PAGE VIEWS**
- TOP RETAILERS INCLUDE TESCO, ASDA, CURRY'S PC WORLD, SAINSBURY'S AND JOHN LEWIS WAITROSE**
- OVER 4,000 LOTTO ENTRIES**
- OVER 14,000 COMPETITION ENTRIES**
- OVER 76,000 EMPLOYEE LOGINS**
- OVER £700,000 SPENT AND £42,000 SAVED BY EMPLOYEES**
- ALMOST £110,000 SPENT USING DIGITAL VOUCHERS**



## ABOUT PEOPLEVALUE

peoplevalue, 'The Employee Engagement Company', is a leading provider of employee reward and recognition, benefits delivery and wellbeing solutions. We serve companies throughout the UK. We deliver highly flexible programmes and technology to help businesses enhance their employee value proposition.

We know that what we do helps drive engagement strategies, motivate employees and improve business performance. That's why we do it.

Central to the delivery of our flexible solutions are robust platforms with ease of use built into their DNA. They are readily adaptable and designed for tailoring to precisely meet the strategic and operational goals of our clients and maximise their return on investment.

For more information please visit: [peoplevalue.co.uk](https://peoplevalue.co.uk)  
call us: 01865 876696  
or email: [enquiries@peoplevalue.co.uk](mailto:enquiries@peoplevalue.co.uk)



### peoplevalue limited

Victor House  
Wheatley Business Centre  
Old London Road  
Wheatley  
Oxford  
OX33 1XW