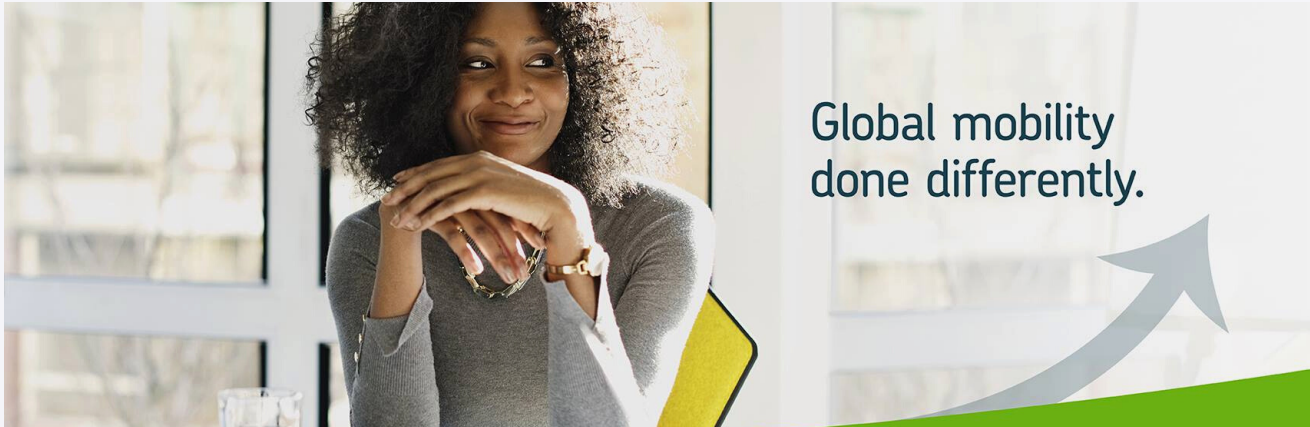


Success Story Plus Relocation



How GiftCard Partners and their Engage2Reward™ platform helped a global relocation management company revolutionize their industry by integrating a gift card API into their management platform.

THE PROBLEM

Plus Relocation is a third party service partner contracted by national and international companies to assist with the relocation of employees. The services provided by Plus Relocation help to manage all logistics connected to employee relocation. From household goods, temporary housing, pet transportation, and city tours, Plus Relocation manages all the details to successfully get a relocating employee from Point A to Point B. They will even assist with the sale of the employee's home, a unique offering to the industry.

After studying data and customer feedback, Plus Relocation realized they could not only get a relocating employee from Point A to Point B – they could take them further, to Point C. In October 2019 they launched their new Point C platform – a revolution for the relocation services industry. The three pillars of the platform being choice, control, and care meant Point C was put in place to give more control and expanded choice to the employees while still providing a high level of care to all individuals involved.

With Point C, employers can offer a nearly unlimited number of relocation benefits to their employees. Employers want to direct the spending toward relocation-related expenses while still giving their employees the ability to select benefits that fit their individual lifestyle and relocation needs.

How do you provide flexibility to employees while also guiding where the funds are spent?

THE SOLUTION

Gift cards can provide cash-like flexibility to employees while still allowing employers to guide spend toward relocation-related expenses.

Once it was determined that gift cards were the solution, Plus Relocation was tasked with finding the most efficient strategy in which to implement the distribution into Point C. The strategy led them to Engage2Reward™ and the Reward Connect™ Gift Card API solution.

The API solution allows Plus Relocation to connect the Engage2Reward™ brand catalog to Point C thus providing employers the opportunity to offer digital gift cards to the eligible employees. This level of self service is key to the platform's success as it gives time back in the workday to the employer or human resources provider.

Utilizing the API component does not just benefit the employers, it is also highly valued by the Plus Relocation team. The brand catalog is easily customizable allowing requests from the end users to be completed in minimal turnaround time. Users of the API can pre-load their Engage2Reward deposit funding account and are able to set a low threshold amount.

When the account hits the threshold, the user's finance team can be alerted. The transparency with the funding account ensures that end customers are never impacted with financial outages. API Users are also provided access to the Engage2Reward™ Gift Card Ordering Portal dashboard which offers various reporting structures and capabilities.



AT A GLANCE

PROBLEMS

- Payout solution for new relocation platform option
- Cumbersome process for Plus Relocation
- Employee flexibility

SOLUTIONS

- Reward Connect™ Gift Card API solution
- Engage2Reward™ Gift Card Ordering Portal
- Digital gift cards

RESULTS

- Streamlined disbursement process
- Positive customer response
- Key differentiator in Point C placement

GIFT CARD BENEFITS

STREAMLINED DISBURSEMENT PROCESS

Plus Relocation can distribute funds to an employee with just a few simple clicks. The curated brand catalogs allow employers to guide where the funds are being redeemed.

POSITIVE CUSTOMER RESPONSE

Of the entire Plus Relocation user base, 18-25% of individuals will choose a gift card at some point in their relocation journey with many of those choosing more than one. Additionally, of the 80+ unique benefits offered, gift cards currently account for five of the top ten most popular. Suffice it to say, the end users are appreciative of the implementation of gift cards in Point C.

KEY DIFFERENTIATOR IN POINT C PLACEMENT

Gift cards are categorized under “non-traditional” benefits in Point C. When pitching the solution to prospective clients, these specific benefits are a key selling point. The ability for Point C to offer gift cards is aiding Plus Relocation in selling their product.

TESTIMONIAL

“Engage2Reward™ helped us find the perfect solution to provide gift cards as an added employee benefit to our clients’ relocation packages. The gift card API connects seamlessly into our CRM system which streamlines our internal processes and frees up our customer support team. It’s also allowed us to further expand our program. Couldn't be happier with the great service provided by Engage2Reward.”

SIMON READING, PMP

Senior Product Manager,
Product Development & Innovation
Plus Relocation

