

# Make 2020 the best Christmas yet!

Your staff deserve it.



**apprec:ate**  
The home of LOVE2SHOP 

## About Appreciate Business Services

**Appreciate, the home of the Love2shop, supplies thousands of business like yours with rewards, digital tools, and expertise to power engagement and recognition schemes. This year, those schemes matter more than ever.**

While everything is slowly coming back from feeling a bit upside down, we're ready to make sure your employees get the best Christmas yet. And between our socially-distanced, COVID-safe physical products, or our digital reward range, we're here to make sure that's exactly what your hard-working employees get. After all, they've earned it, having kept your business going through one of the most challenging times many of us have faced.

By the way, you might have noticed our new name. In September of 2020 we changed our name from Love2shop Business Services to Appreciate Business Services to align with our parent company.

### We've got everything covered



#### Delivery into December

Digital and physical delivery carries on well into December for your last-minute orders.



#### Safe fulfilment & delivery

With proper PPE and a socially-distanced warehouse, your rewards are in the safest of hands.



#### Personalisation & branding

Make your Christmas rewards stand out with our customisation options.

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## This Christmas matters more than ever

One of the most common conversations we're having with clients this year is how their employees have managed to rise to the challenges that COVID and lockdown have placed on them.

Flexible, dedicated people that have managed to not just keep going, but excel, when the world around them shifts almost overnight. The least those employees deserve this Christmas is something special to say "thank you".

Whether that's NHS staff, care home workers, those in the food supply network or transport, or your staff. Without them, it couldn't have been done.

A great case in point would be one of our clients, a care home network in the UK...

### Case study

A large UK health care provider, whose portfolio includes numerous care homes, found themselves unable to safely reward their staff with paper vouchers following the outbreak of COVID-19 in the UK.

After a conversation with their account manager about these difficulties, we recommended they switch to our digital reward codes.

Our codes are an end-to-end digital product, meaning there's no physical interaction in buying or delivering them. Clients order them through our Self-Serve portal, and they're delivered digitally. The codes themselves come to employees as emails or text messages, and those employees redeem them online. Perfect for sending rewards when physical contact is dangerous.

Our client was able to lift morale among their staff in a trying time. For Appreciate Business Services, this is one of the aspects of our work we're most proud of. Employees doing great things deserve to be recognised and celebrated. It's a privilege to help deliver that for our clients.

#### Our client said...

"Appreciate Business Services have done a great job helping us quickly make the change, and making sure that our incredible staff get the thanks and rewards they deserve so much during this difficult period."



## Getting it right today matters tomorrow

While we've all just been through a difficult and unpredictable year, it's hard to know exactly what's around the corner.

With that in mind, it's going to be just as important next year that your staff are valued, motivated and flexible.

Even if it doesn't seem like all that much right now, compared to the work your staff have done this year, reward and recognition now could make a big difference for how your staff approach 2020.



Employee engagement is observed to **increase by 61%** when employee recognition programs are offered.\*



A 15% higher employee engagement rate correlates with **2% percent uplift in operating margins.\***



Companies that embrace a 'recognition-rich' working environment have a **31% lower employee turnover rate.\***

In addition to next years' uncertainty, few companies will be planning a Christmas party this year. There won't be a chance for everyone to come together and celebrate their achievements for the year. All the more reason to make sure your end-of-year recognition, and rewards, have the impact you desire.

With the wide selection of brands available with Appreciate, you can always find something your staff will love, like:



Debenhams Sainsbury's halfords wilko

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## Choosing rewards in uncertain times

You might be there to hand out gift cards in person this year, but you can still make the difference for your staff this Christmas. Our line of ever-popular Christmas rewards are here to help you do it.

### Digital

#### Reward remote staff with our digital rewards.

Let them pick from a huge amount of brands with our Digital Reward Codes. Or, if you already know exactly what they want, use our single-store e-gift cards.



### Physical

The Love2shop Gift Card can be spent in 90+ retailers across the UK and is an ever-popular reward. Customise cards for your branding, or use our pre-designed Business Occasion Cards. Our popular Love2shop Gift Vouchers are also available.

## Choice is the right call

It's impossible to know what everyone wants for Christmas. That's where multi-choice, non-cash rewards shine. With a multi-retailer option, everyone gets to pick the present that brings them a bit of joy at Christmas.



## Rewarding remote teams

We have rewarding dispersed workforces covered on two fronts:



Our in-house fulfilment teams can securely deliver thousands of gift cards and vouchers to your staff's home address. That means you don't have to receive, sort, and send them out yourselves.



Or, our digital rewards can be sent straight to your staff's inboxes. You buy them, send them, and your staff redeem them online. It's a completely contactless, and COVID-safe, experience.

Whether you want to go digital or keep something tangible, we have the rewards to delight everyone while keeping them safe this Christmas.



## It's not just what you spend, it's how you deliver

The value of a reward is only half the quiz when it comes to making your end-of-year gifts pop. Personalising your rewards, and communicating why your staff deserve them, is important too. It shows you're thinking about your staff and that you care.



We get the message across with our **branding and personalisation service**. Attach a branded gift card to a personalised letter thanking your staff for their incredible work this year.

Alternatively, use our **Business Occasion Cards**. They're a collection of pre-designed cards with festive and congratulatory messages. Whether you want to say "well done" for handling 2020, or "Merry Christmas", our popular gift cards help you say it loud and proud.



### Did you know?

Save up to £40 per employee by switching from cash bonuses to gift cards with HMRC's Trivial Benefits allowance.



= £££

Whether you go for you a personalised letter or one of our oven-ready ideas, the important thing is to talk. A gift from **Love2shop** will do just... the trick as long as it comes with a one-to-one chat about the year, or a personal email to say "thank you" for everything they've done.

## Our Love2shop rewards for 2020



### Love2shop Gift Cards

Love2shop Gift Cards are spent in **more than 90+ retailers across the UK**, but that's just the start of what they can do. Your staff can spend their gift card online with a select group of retailers like Argos, or they can swap their card's value for an e-gift card.

Our festive Business Occasion Card designs, and branding and personalisation options, make them the ideal Christmas gift to thank your staff this year. Even better, we can even make them reloadable, so either you or your staff can load more funds onto the card at a discount in the future.

### Exchange Love2shop Gift Card value online for e-gift cards

Love2shop e-Gift Cards are an extra selection of exciting brands available through the **Love2shop.co.uk** website.

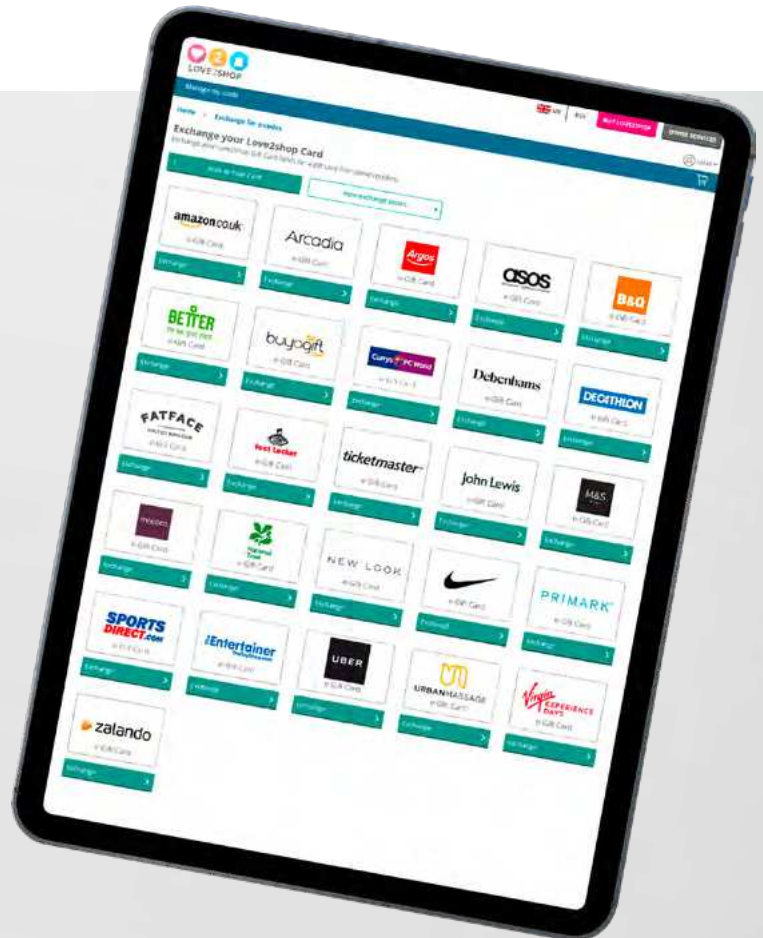
They're accessed by trading the value of the funds on a Love2shop Gift Card for a range of single-store digital or physical gift cards.

Our e-gift card range includes in-store high-street favourites like Primark and Boots, digital brands like Amazon and Buyagift, or special treats like Just Eat, Uber Eats, or Virgin Experience Days.

Combined with 90+ brands already available in-store, anyone can find something to love with a Love2shop Gift Card.

### Love2shop Gift Vouchers

The UK's number one multi-retailer gift voucher. Spent in more than 150 brands and 20,000 stores in the UK, the Love2shop Gift Voucher is always a popular choice for our clients.



## Digital Reward Codes

Our multi-choice Digital Reward Codes are delivered to your staff's inbox then redeemed online through a curated catalogue of beloved brands. Or, if you know exactly what your staff want, our selection of single-store e-gift cards drop the brands they love right into their inbox in time for Christmas.

### Sending and spending digital reward codes is as easy as 1-2-3

Our fast, simple, and efficient redemption process makes digital reward codes perfect to reward anyone, anywhere:



#### Send

Reward codes are dispatched to recipients by email or SMS



#### Enter

Recipients enter their code into a web portal



#### Choose

Recipients choose their perfect reward from our catalogue

## Love2shop Contactless

Our first digital gift card that works with Apple, Samsung and Google phone wallets. Sent and received online, Love2shop Contactless lets your mobile-savvy staff breeze through their high-street shopping without having to remember a gift card or voucher. It's right there on their phone, ready to go.



Love2shop Contactless arrives in your staff's email inbox wrapped with your branding, alongside a personalised message, and "unwrapping" the gift shows the user their gift card value. After your employees open their wrapping, they exchange their digital token for a pre-paid Mastercard and the reward is theirs to spend.



Your recipient can then use their gift card straight away online, or keep it in their mobile wallet for the right moment when they're out and about. Instructions on how to do that will be included in all the

### Love2shop Contactless is:

- ✓ Flexible enough to work for any workforce.
- ✓ Delivered instantly, or scheduled to arrive on special days like Christmas.
- ✓ Bought and sent digitally, making reward delivery 100% safe for recipients with concerns about handling physical gifts.

Order Love2shop Contactless individually or in bulk to reward whole teams or departments at once.





## Opening hours

Monday to Friday, 9am to 5pm, every weekday, right up until Thursday 24th December. However, as you'll see below, our last call for rewards varies by what you're ordering.

## Last orders

We're here right up until the last minute for you.

Gift cards	22nd December
Branded gift cards	15th November
Digital reward codes	23rd December
Vouchers	22nd December
Specialised gift card or voucher fulfilment	17th December

To place an order for Christmas 2020, just give us a call or shoot us an email.

T: 0330 134 0116 E: [hello@appreciategroup.co.uk](mailto:hello@appreciategroup.co.uk)



The Love2shop Contactless Gift Card is delivered as a Gift Token that can later be exchanged for a Prepaid Mastercard®, terms and conditions apply. Mastercard® and the Mastercard Brand Mark are registered trademarks of Mastercard International Incorporated. Flexecash is the pre-paid platform which issues Love2shop Cards. This facility is provided by Park Card Services who are Authorised and Regulated by the Financial Conduct Authority to issue electronic money. FRN: 900016. All trade marks are registered to Park Group Plc. Full terms and conditions can be found at our website. For professional use only.



### Capita Customer Management

"Such an easy process with support channels that quickly respond if you need help. Digital reward codes have been fantastic during the pandemic and have enabled us to recognise our colleagues instantly while they're at home. Highly recommended company and service"



### Pivot Academy Kirkless

"Brilliant service! Appreciate helped with the school providing free school meal vouchers. Everyone from the customer service team the account manager to credit control. Every transaction has been easy and we have always had the vouchers when we needed them. Would highly recommend."



### Food Train Ltd

"Wanted to give our staff team something to recognise their amazing work during the pandemic, Appreciate was super easy to organise, everything arrived in good time as expected and staff delighted with their vouchers and the options to shop".

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