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MyCar Salary Sacrifice

Put your employees in the driving seat

October 2016

Today we'll be talking through…

- The benefits of salary sacrifice car schemes
- Analysing employee wants and needs
- What we know about driver behaviour, car choices and communication
- How we've put this into practice
- A Santander case study

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Your speakers are

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Relationship director at Zenith

Ian Barrett

Senior reward manager at Santander

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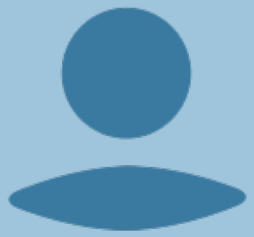
The benefits of salary sacrifice car schemes

Significant cost savings compared to retail alternatives

Everything is tied up in a neat, hassle-free package



Attracts, retains and motivates employees

A no-fuss solution for your staff

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Analysing employee wants and needs

We want to understand our audience better in order to:

- Provide employees with the right cars at the right prices
- Tailor messaging to audience needs and desires
- Create products that are suitable for our audience and that make the driver journey easier
- Ensure we are communicating the benefits of the scheme in the right way

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Generating insight…

3rd party research

Website analytics

Driver feedback surveys

Transactional

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So… what do we know

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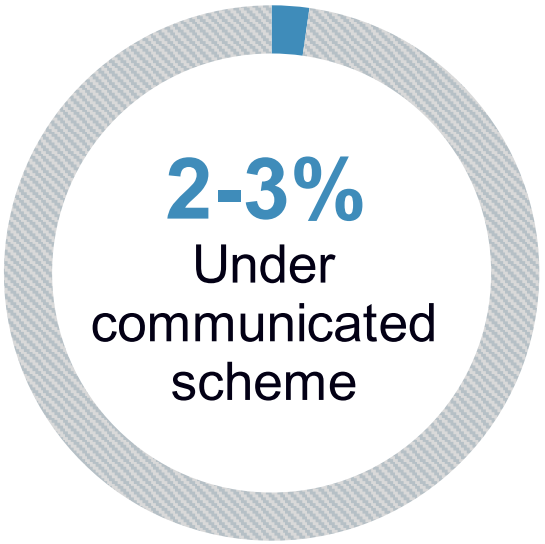
Communication is key to conversion



Source: Zenith salary sacrifice car scheme date

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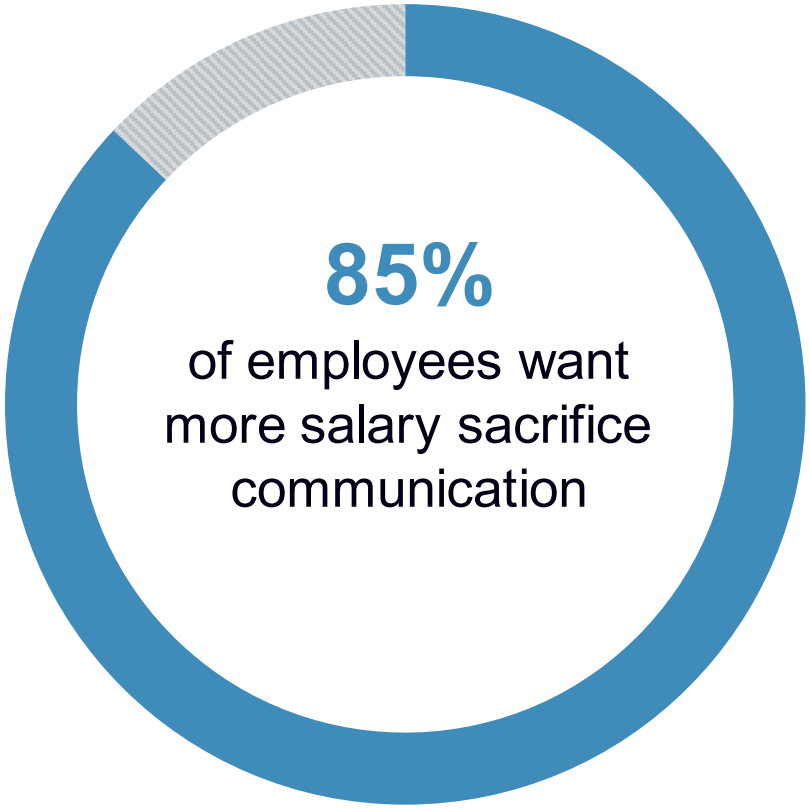
Employees want more communication



Source: Zenith survey of 600 salary sacrifice drivers, 2014

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Employer attitudes count

	Quote rate	Posters	Roadshows	Scheme videos	Direct marketing
Customer 1	33%	✓	✓	✓	✓
Customer 2	21%	✓	✓	✓	✓
Customer 3	9%	X	Once	X	X
Customer 4	3%	X	Once	X	X

How we've put this into practice?

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What do we want to achieve?

To tailor messaging

To attract new people to quote on the scheme

To select vehicles for special offers

To create communication plans

To inform product development & enhancements

Which ultimately increases engagement with the scheme and take-up rates

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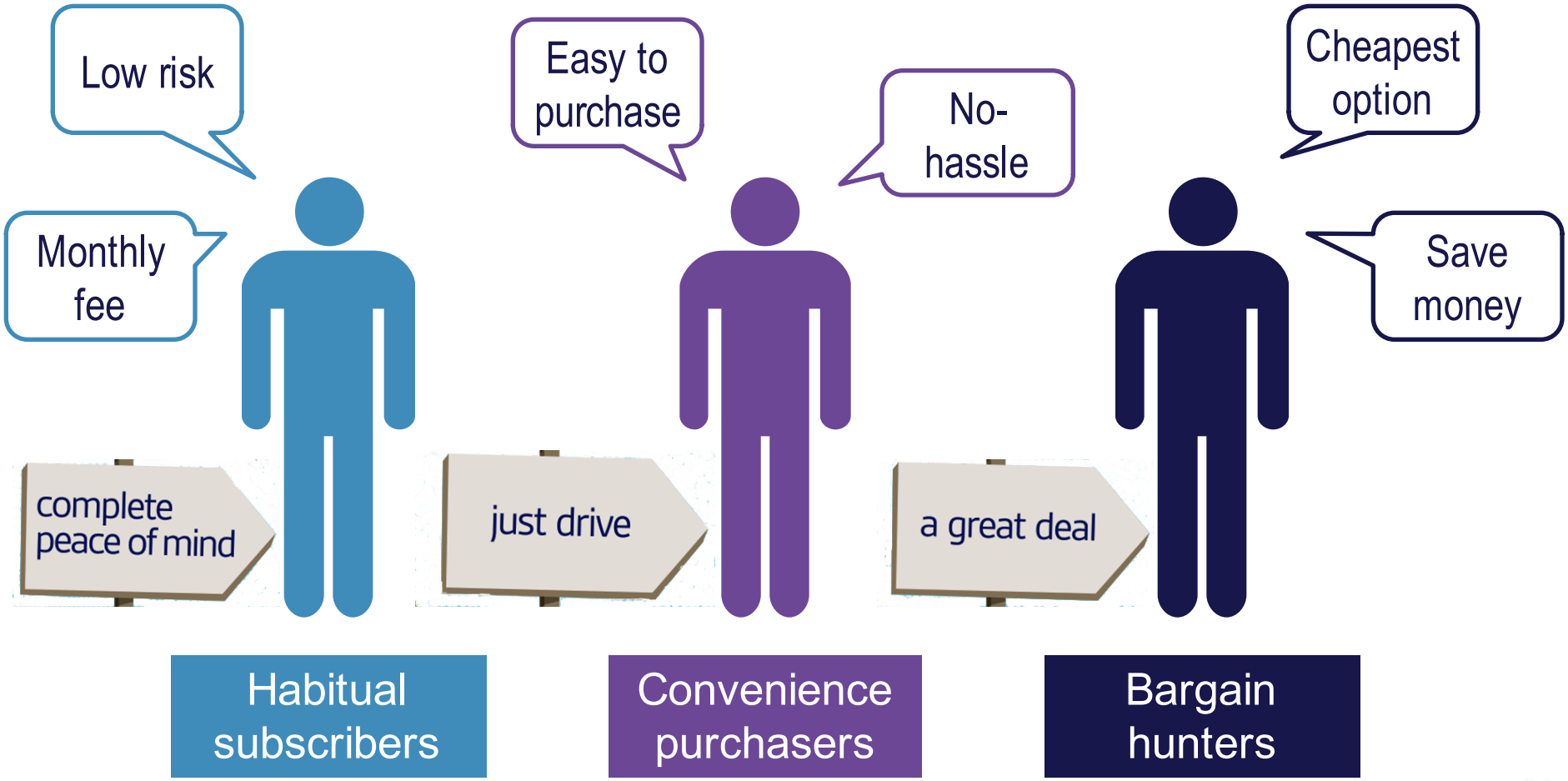
What attracts people to salary sacrifice car schemes?



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Online behaviour

20% of all quoters go on to order

20 quotes are generated for every order

4 manufacturers will be considered

6 different models will be compared

6.2 visits

6.2 pages

2.5 devices

10 minutes

Source: Zenith unique orders, last 12 months

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JOURNEY OF A TOYOTA AYGO

90% of orders start with a quote below **£240**

17.3 QUOTES BEFORE ORDERING

Most popular 1st quote

7.4% of all cars ordered in the last 12 months

42% of Aygo orders start with a quote on the Aygo

Similar vehicles quoted

Campaigns, offers & incentives

- Offers are chosen on a customer-by-customer basis and tailored to suit the most popular models

- And we can segment the audience to send tailored emails and select relevant incentives based on demographics and quoting behaviour

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Better customer communications

- Analysing driver behaviour allows us to have better quality conversations with our customers.

- Using this information we can give our customers a clear picture of their driver population and provide solid advice on how we can tailor marketing activity to target their specific employee population.

- This elevates the quality and effectiveness of the communication and ultimately leads to a better take-up rate.

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Santander

Santander Case Study

Great range of benefits

Supports our aim to be the Best Bank for our people

Online Total Reward, Pension and Share statements

"Recognising You" – everyone can be recognised and rewarded for doing the right thing

Why Salary Sacrifice?

Making Santander a more rewarding place to work

Key objectives

1	2	3	4	5
Making Santander a more rewarding place to work	Promote Santander's Go Green strategy	Provide a cost effective 'all employee' benefit	Improve driver safety	Increase the competitiveness of the overall reward package

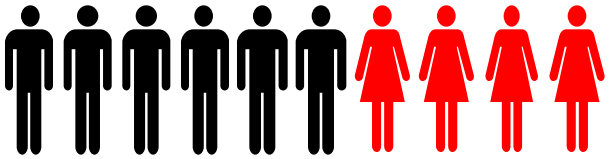
Communication challenges and key learnings

Santander

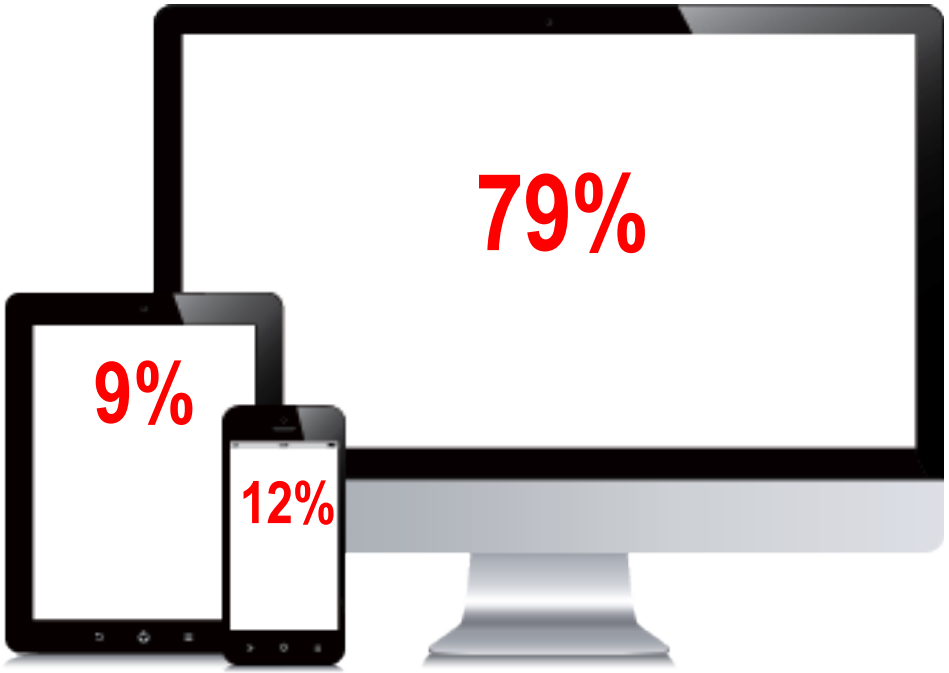
- Employees spread over 100 sites across the UK
- Difficult for employees to compare like-for-like
- Needed to open up as many communication channels as possible
- Some employees have no email access
- Employees needed educating on looking after cars
- Employee data is crucial

What do we know about Santander drivers?

Gender



Device



Top 5 manufacturers

Audi

Mercedes-Benz

TOYOTA

PEUGEOT

Source: Zenith unique manufacturer quotes, last 12 months

Top 5 models – first quote

1. Audi A1

2. Mercedes A180

3. Land Rover

4.BMW 116d

5. Peugeot 2008

Source: Zenith unique model quotes, last 12 months

Top 5 models – orders

1.BMW 1 Series

2.Mercedes A-Class

3. Seat Ibiza

4. Audi A1

5. Land Rover

Source: Zenith unique model quotes, last 12 months

How do we communicate?

Roadshows

- 9 roadshows in the last 12 months
- 10 ride and drives
- 6 different manufacturers on-site
- Zenith roadshow van to drive engagement

How do we communicate?

Roadshow material

Tent cards

Posters

How do we communicate?

Email

- Monthly Grass Roots email communication to employees
- Showcases offers that are available to employees through our benefits scheme
- Email click through and open rates are monitored

How do we communicate?

Static car displays

- Demo cars displayed at Santander locations to promote new models
- Exclusive deals negotiated with manufacturers for Santander employees

How do we communicate?

Reward platform

Over 1,000 of your colleagues have already ordered a new car. Have you??

Click here>>

Colleague emails

Fiat 500 3 Door Hatch 1.2 69hp Pop

From £178 per month

Find out More>>

Seasonal driving tips

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Zenith's Winter Driving Tips

Not preparing a car for winter motoring could increase the risk of an incident or a breakdown. With this in mind, this information has been compiled to help you in the preparation of your vehicle for the cold winter months.

Preparing your car

- Check your vehicle is regularly serviced by consulting your service book or in-car system. It can be all too easy to overlook the correct service date. Consider checking with our service desk on 0344 848 8075.
- Check the operation of all exterior lights to ensure they comply with any legal requirements. All headlights and indicator lenses must be free from any damage such as cracks or missing glass or plastic. And remember to keep the lights clean.
- Check front and rear wiper blades for wear or splitting. Also check windscreen washers making sure that they are adjusted correctly. Screen wash additive should be added to prevent freezing in winter.

The future of the scheme

Continually improve engagement, take-up and renewal

More events and roadshows including ride and drives

Significant increase in hybrid and electric cars being ordered

Expanding the Santander team at Zenith

Any questions?

Come and see our team on stand 117

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