



Case Study

Retail/Trade



Program Performance

(as of 01/01/2010)

Launch Date - November 2005
Months in Service - 50
Eligible Employees – 64,060
Orders Taken – 10,487
Annual Penetration - 3.9%
Repeat Buyers - 88.2%

Client Profile

This client is one of the nation's leading drugstore chains with more than 4,900 stores in 31 states and the District of Columbia, with a strong presence on both the East and West coasts, and 109,000 associates. It is the largest drugstore chain on the East Coast and the third largest drugstore chain in the U.S.

Reasons for Offering the Program

Recruitment/Retention – This program has helped this company recruit and retain employees. They have been able to set themselves apart in a competitive job market by offering this unique benefit. They believe in rewarding tenure and have already seen a reduction in turnover.

Employee Self-Service – client has an initiative to push employee communications and benefit management on-line. Helping to put computers into the hands of their employees is paramount to achieving this goal.

Marketing Plan

This account utilizes a variety of marketing channels to communicate the program. The anchor of the plan is 6 home mail campaigns conducted annually (Winter, Spring, Summer, Back-to-School, Fall, and Holiday). Program awareness is created through email communications, the open enrollment packet, and the company newsletter.

Testimonials

"Purchasing Power's Employee Computer Purchase Program has been very successful at our Company. It has been a great addition to our benefit package. Our associates are thrilled about the program and I am amazed at the participation rate."

- Senior Director of Human Resources

"I ordered a laptop computer after receiving a flyer at work. I love being able to order something I would not normally be able to afford because of interest rates on credit cards. I have so much going on with working full time, a child in kindergarten, another one at home, and a husband so not having to worry about one more bill has been great."

- M. Owensby, Satisfied Customer