



A FIRST DATA CUSTOMER SUCCESS STORY:

Sodexo Adds Value for Clients Through an Innovative Prepaid Card Program

Client

Sodexo and Volksbank Slovakia

Challenge

Save money, reduce error, improve convenience at Sodexo restaurants

Solution

First Data Private-Label Prepaid Card Solution

Results

Increased convenience and efficiency at Sodexo restaurants

Sodexo serves more than 10 million people every day across many continents and countries. Corporations, hospitals, universities and many other types of businesses and governments around the world engage Sodexo to run their cafeterias and to manage their meal plans. As a leader in innovative employee benefits, Sodexo continually seeks to improve its service solutions. The company recognized the opportunity to improve its paper meal voucher program to better serve clients and to improve efficiencies. Prepaid paper vouchers were frequently torn or lost, were time-consuming at check-out and expensive to mail and distribute. Sodexo partnered with First Data and Volksbank to test a new concept in meal plan delivery in its Slovakia operations – a private-label, prepaid meal pass card.

“
Sodexo is one of the innovators in the field of employee benefits in Slovakia, and we knew that, in terms of costs and efficiencies, this program was worth it.”

Miroslav Sedlak, Managing Director,
Sodexo Pass Czech
and Slovak Republics

The Challenge

Sodexo is an innovator in the realm of employee benefits and is proud of its partnerships with employers around the world through contracted restaurants, canteens and cafeterias. Always seeking ways to improve services and efficiencies, Sodexo reached out to First Data and Volksbank to find a new payment method for its over 600,000 meal plan users. Until recently, Sodexo was supporting its clients' prepaid meal voucher needs with paper vouchers. The vouchers were expensive to print, mail and distribute, and impossible to track, while employees found them tedious to store and remember. Further, employees struggled to spend the exact voucher amount at check-out, while experiencing a lengthier check-out process.

Sodexo sought a private-label, restricted open-loop card solution to replace its cumbersome voucher program. Sodexo partnered with First Data, its trusted payments technology partner and Volksbank, the most innovative bank in Slovakia, to create a more innovative paperless solution.

The Solution

The partnership resulted in the creation of an electronic meal voucher solution. The Sodexo Meal Pass card is based on magstripe and PIN card technologies with the cardholder ID on the front and the employer ID on the back of the card. The private-label VISA reloadable prepaid card solution can be accepted at any Sodexo restaurant, canteen or cafeteria.

The solution completely eliminates the paper voucher system, saving time and money for everyone involved in the employee meal benefit chain. Through an already existing partnership between First Data and Volksbank, implementation of the Sodexo Meal Pass card was seamless. The pilot included operations in Slovakia, with future plans to expand the program throughout Europe and beyond. The next step for the Sodexo Meal Pass program might be the evolution to a contactless technology which will speed transaction time at the point of sale and provide additional value for cardholders.

The Results

Sodexo, its clients and their employees each benefit from the increased efficiencies and cost savings that the Sodexo Meal Pass card provides. Sodexo restaurants and cafeterias see faster funds settlement, smoother checkouts, and a reduction in errors. Employers that engage Sodexo to manage their food programs have experienced a reduction in voucher distribution costs and are able to offer their employees a streamlined solution. Employee cardholders no longer carry stacks of vouchers in their purses or wallets and can spend any amount necessary, eliminating the need to spend the exact amount that a voucher is worth at check-out. If the card is lost, it can be deactivated like any other card so that users do not lose their money.

“This is a revolution in meal plan management,” says Miroslav Sedlak, Managing Director of Sodexo Pass Czech and Slovak Republics.