

Press Release April 10th 2006

Sodexo Pass launches new integrated voucher solution for childcare

Sodexo Pass, a world voucher and service card specialist, today unveils its new online childcare voucher system - Childcare Choice.

Using the wealth of experience gained from running electronic and paper solutions for childcare vouchers Sodexo Pass is convinced that the new online system fully meets the needs of employers and their staff.

The Childcare Choice system aims to dispel the often held perception that childcare voucher schemes are complicated to implement by providing employers with all the information necessary to get their scheme up and running, in a clear bite-sized format.

Aimed primarily at the SME market, Childcare Choice will help smaller companies to compete within the benefits market when recruiting staff.

Simplicity of use will be the key to the scheme's success. Once the employer has the scheme in place they are provided with a variety of marketing tools to promote the savings available to staff to encourage take-up. Staff who opt-in have their own area within the site to login and arrange payments directly into their carer's bank account on a one off or 'standing order' type basis. For carers the benefits are obvious – they receive secure payments for the care given on dates that suit them with no administration involved.

Initial reaction to the scheme trials were universally positive with employer suggestions fed back into the system - making it one of the most user focussed designed systems available in the UK.

Visit www.childcarechoice.co.uk for full details

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