

Press Release

Prestige International launches Concierge Service as employee benefit and retention tool 24-hour personal assistant hotline improves employee productivity

New York, 29/01/04: Prestige International launched its Concierge Service to the corporate sector today, as more companies look for innovative ways to attract and retain top talent.

Answering a toll-free number in an individual company's name, Prestige Concierge representatives provide service around-the-clock, arranging everything from tickets to sold-out shows, to spa vacations and discount internet service. "Some of our more popular services are restaurant and event reservations, referrals to providers ranging from tutors to plumbers, and booking flights, hotels and car rental," explained Sharon Melamed, Senior Vice President at Prestige International USA.

However she noted that unusual requests, such as finding a professional reader to deliver a poem at a 90th birthday party, and a sightseeing tour of a prison, kept the concierge representatives on their toes.

Citing the following benefits, Melamed explained that "the service is a 'win-win' situation for employee and employer:

- saving employees' time In today's world, lifestyle management is increasingly important to employees as work demands grow. Personal time is a valued commodity and anything that employers offer to ensure this time is optimized is viewed as a major personal benefit.
- improving employee productivity and thus the company's bottom line
- reinforcing the company's commitment to its employees as the service is fully branded in the subscribing company's name. The company receives the 'credit' as employees love the way Concierge streamlines their busy lives.
- providing a differentiator with competitors when seeking to attract top talent with competitive and innovative benefits
- increasing employee satisfaction and retention
- providing the company with a rich new source of data about its employees, their lifestyles and needs."

Concierge as an employee loyalty tool is an extension of Prestige's existing business model, to provide concierge as a customer loyalty tool to banks and credit card companies.

About Prestige International

Headquartered in Japan since 1986, and with a worldwide presence in 16 cities including New York, London and Sydney, Prestige International offers value-added call center and enhancement services to almost 100 multinational corporations, including MasterCard International, J.Crew and Cartier. Its Concierge Service is available to millions of consumers worldwide.