

Case Study



GREENE KING

BURY ST EDMUNDS

Employee
Recognition
Solution



Case Study - Greene King

EMPLOYEE RECOGNITION

Greene King is a renowned British hospitality and brewing company founded in 1799. It operates pubs, restaurants, and hotels throughout the UK. Boasting a rich brewing history, they have a portfolio of popular beer brands, and a strong commitment to employee well-being and engagement.

The Challenge

With the need to bring together details of all the benefits available to their 40,000 employees, Greene King was looking to relaunch their benefits platform.

The Solution

This was achieved by implementing the Bespoke Benefits Hub, a central platform for accessing relevant benefits and well-being information. Users can conveniently access all rewards, perks, and benefits in one place through a simple Single Sign-On (SSO) login.



We had great support from Ross and the team at Terryberry, both in terms of advice on how to best utilise the platform to increase engagement and then in designing and coordinating content in a really visual, user-friendly way.

Tom Buchanan
Reward Manager

Case Study - Greene King

EMPLOYEE RECOGNITION



We now get a monthly average of 17,000 unique visits to the platform, an increase of over 600%, and have over 33,000 registered users, which is a massive achievement and a testament to the value our team members see in having access to all of their benefits in one place, including the wealth of discounts and well-being resources Terryberry makes available through the platform.

Tom Buchanan
Reward Manager

The Results

17,000

Unique visitors

600%

increase

Their success is due to the platform as well as the support provided by Terryberry, including frequently tailored and updated communication materials, in addition to quick adaptability to alter elements of the site to meet their changing needs.

Terryberry has played a significant role in making Greene King a great place to work. "I would happily recommend them to any organisation looking to implement a benefits and wellbeing platform"

- Tom Buchanan.