

# Case Study



**GREENE KING**

BURY ST EDMUNDS

Employee  
Recognition  
Solution



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Engage · Reward · Succeed

# 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.