

HEALTH AND WELLBEING INITIATIVE - THREE

Launched in 2003, *Three* is a telecommunications and internet service provider operating in the UK. Their Reward Consultant contacted The Dining Club Group for support with their health and wellbeing initiative offered to employees across all of their retail and office locations.

Our solution was to provide 12 month tastecard digital memberships to all of their employees, offering 50% off dining or 2-4-1 meals at 6,500 restaurants including PizzaExpress, La Tasca, Zizzi, Chiquito and Prezzo.

"After my initial discussions with Three, I knew that tastecard would be the best membership option for their employees due to the breadth of restaurants and lifestyle benefits available. Our analytics provide insight on the prime time to launch an employee benefits campaign, Three followed this to the letter and as such achieved a 50% take up on the first day. I continue to work closely with their rewards team, ensuring Three are kept up to speed with new restaurant partners, offers and campaign performance – keeping their employees engaged and excited to use their tastecard." - Neil Kolat, The Dining Club Group



"I was thrilled with the 50% take up on the first day, Neil's information on how our email had performed allowed us to retarget employees who had filled out their forms incorrectly or hadn't yet applied for a tastecard. Three months into our campaign, 2,499 of our employees are enjoying their tastecard – saving a total of £56,380 to date! I would highly recommend using The Dining Club Group as part of an employee benefits or health and wellbeing initiative to boost employee engagement and wellbeing."

Reward Consultant, Three