

FLEXIBLE BENEFITS - TOWERGATE

Established in 1997, *Towergate* is a UK-based insurance broker, headquartered in London. Their Reward Consultant contacted The Dining Club Group for help with engaging and motivating their employees throughout the year. *Towergate* elected to use Flexible Benefits Provider, *Benefex*, offering our dining membership as part of an employee experience and reward programme.

Due to the volume of *Towergate* employees and demographic variety throughout their 100 locations, we offered both tastecard and Gourmet Society 12 month membership options, providing 50% off dining, 2-4-1 meals or 25% off the total bill including drinks at some of the nation's best-loved restaurants.

"Implemented as part of their overall flexible benefits launch, we offered dual tastecard and Gourmet Society memberships, with Towergate employees able to select up to three of each cards to pass on the savings to friends and family. We attended the employee benefits roadshow at Towergate and provided supporting collateral to promote the perks of our dining cards. I was really pleased with how the implementation went and how Towergate employees responded to our dining card benefit." - Matthew Padfield, The Dining Club Group



"We were very pleased with the dining card uptake in our annual benefits window. Our employees valued the option of an 'always on' benefit that they can enjoy with their friends and family throughout the year. 11% of our employees have selected this benefit already, and Matt continues to offer promotional marketing and communication support for our monthly selection windows. I wouldn't hesitate to recommend including The Dining Club Group as part of your flexible benefits scheme."

Reward Consultant, Towergate