

AWARD-WINNING BENEFITS SOLUTION - SAGE

Sage (FTSE: SGE) is the global market leader for technology that helps businesses of all sizes manage everything from money to people – whether they're a start-up, scale-up or enterprise. Working with their Flexible Benefits Provider, we put forward a compelling case for inclusion in their award-winning benefits solution.

Our proposal was to offer year-round tastecard memberships to their 3,000 employees across the UK and ROI, providing 50% off dining or 2-4-1 meals at over 6,000 dining destinations; including best loved restaurant chains and independent gems.

"Sage do an excellent job of communicating their benefits and have a theme every year for their selection window. This year it was a market stall concept – with our dining card membership fitting nicely into their 'lifestyle' section. Employees were offered the chance to register for a one-month digital tastecard trial membership – a great way to explore our dining benefit. We attended their colleague benefits fairs in Newcastle and Ireland to further support Sage with the launch of their exciting new benefit. The colleagues we spoke to were already planning where to use their tastecard first!" - Matthew Padfield, The Dining Club Group



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"We introduced tastecard on the back of feedback from colleagues that they would like access to more discounts on their everyday spends. We already had a retail discount scheme in place and this was a good addition to our overall offering. We loved the App and the ability for colleagues to enjoy discounts when visiting a local restaurant, as well as the big chains. Matt attended our colleague benefits fairs and provided us with communications materials to help promote the benefit. It was really easy to set up and the take up so far has been really positive."

Benefits and Recognition Lead, Sage