

Employee Benefits – A Case Study

A leading employer with over 30,000 employees spanning both blue and white collar workers wanted to launch an employee discount purchasing scheme that was quick and easy to use, competitive in its offers and that did not rely solely on web access.

Countdown developed a bespoke programme that could work as a stand alone package or as part of a larger employee benefits offer. With co-branded national and regional printed guides outlining the discounts, Countdown was able to supplement the web based promotions. Using this combination of discounts Countdown has created a programme that perfectly suited the needs of the whole employee profile.

The launch of this employee benefits package has been so successful that unlike many other schemes on the market, Countdown has been able to ensure that there was not one single employee who couldn't make significant and regular savings regardless of their occupation and lifestyle.