



## Case Study



How a new partnership in the hospitality sector helped to galvanise financial results and market confidence following the economic impact of an unprecedented pandemic.

**apprec:ate**  
The home of LOVE2SHOP

# Overview

Help for Hospitality is a partnership between Appreciate Business Services and the notable UK hospitality company, Brakes. It was designed to help galvanise levels of confidence in the company during the unexpected period of instability and uncertainty brought by the Covid-19 pandemic. The partnership also helped to return outstanding financial results.



## Background

Brakes is one of the UK's leading suppliers to the hospitality sector. They provide food, drink, and kitchen supplies for thousands of restaurants, schools, hotels, across the country.

Trading since 1958, Brakes is committed to working with responsibly sourced products, and its various corporate social responsibility (CSR) and community initiatives.

Having previously worked with Appreciate as a reward supplier, Brakes began working with Appreciate's Engagement Services team to run incentive and loyalty programmes in 2020-21. The programme was managed by Appreciate's Engagement Platform software.



## Winners

The Help for Hospitality programme won at the **2021 Incentive Awards**, picking up **Best Channel Partner Programme** in recognition of its development, deployment, and success.



## What the judges said about Help for Hospitality

“ Great initiative here. Brakes were one of the adjacent industries heavily affected in the pandemic and this was a well-executed, fast response programme that built genuine goodwill and value. ”

“ I loved this programme. – I thought it was both empathetic, relevant and innovative, and the results speak for themselves! ”

“ Exceptionally timely and meaningful programme from an industry giant who saw the need to support their customers in unprecedentedly challenging times. Speed of execution is impressive and the results also are equally impressive. Top of category for a good reason. ”



# Opportunity and strategy

As the UK left lockdown in 2021, the hospitality industry faced a very different market. The UK's consumption habits had shifted from dining inside restaurants and refocused on deliveries, takeaway, and home cooking.

Communicating with their customers through a network of sales teams, Brakes knew that there was uncertainty about how the public would react to a full relaxation of national restrictions.

## For Brakes this posed three overarching opportunities

1

Offer the hospitality industry confidence to reopen as they bounced back from the 2020-21 pandemic.

2

Invest in the future of the industry they were passionate about.

3

Reward loyal customers for returning to Brakes for their food supplies, and for trialling new Brakes products.



# How did the partnership between Brakes and Appreciate deliver their three outcomes?

## Confidence

Brakes offered their customers up to 10% cash-back on Brakes purchases – this was unprecedented. It allowed Brakes customers to make significant savings on initial orders once the hospitality sector reopened.

The discounts were applied for four-months between March and July 2021, rewarding customers for their ongoing loyalty by increasing their level of discount according to spend over time.

This proposition was combined with discounts on more than 3,500 Brakes items, including meat, poultry, wine, catering supplies, and other equipment.

Brakes customers could also cash out the value of their earned cashback for Love2shop rewards.

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## Hospitality help

Brakes customers were offered the chance to donate their earned cashback to the hospitality sector. Their funds went to specialist hospitality charities that support the industry, and to Brakes' own charity Meals & More, which works to eliminate food poverty among children.

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## Loyalty and sales

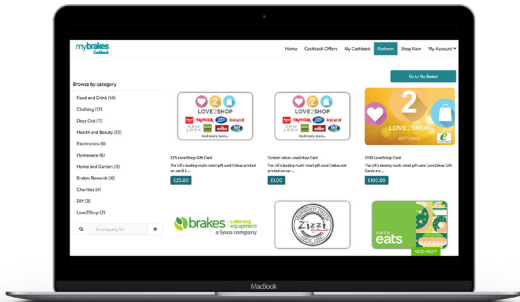
While Brakes was interested in positively influencing the confidence and conditions of their sector, Brakes also benefitted from Help for Hospitality: the promotion returned excellent sales figures.

Brakes approached Appreciate for creative and technical support to deliver this campaign, building on the success of a 2020-21 winter campaign.

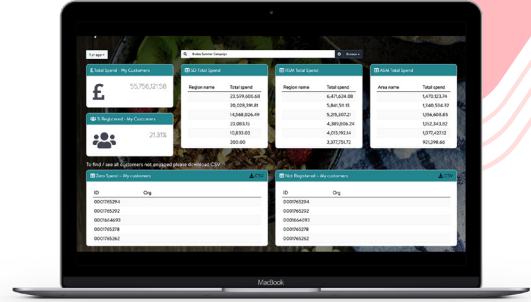


# Action

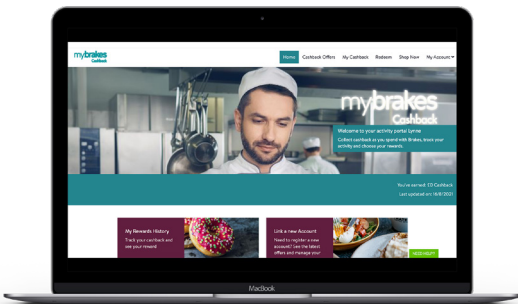
To support Help for Hospitality, Appreciate developed three microsities with the Engagement Platform.



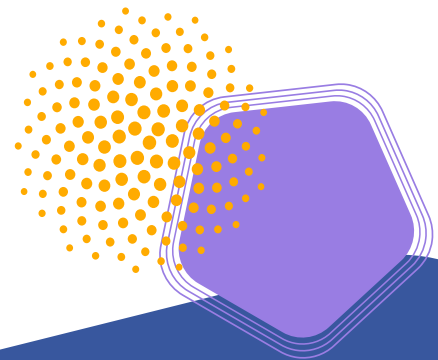
**Customer site** – A customer-facing microsite that allowed Brakes customers to confirm their purchases and see how much credit they had accrued. It also allowed them to claim cashback, rewards, or make charitable contributions.



**Brakes management site** – A bird's eye view of the entire Help for Hospitality system, offering Brakes management near real-time updates on sales, cashback, redemptions and more.



**Sales team site** – Brakes' vital account management teams could access a dashboard that evidenced customer engagement in the Help for Hospitality programme. This allowed them to support, nurture, or encourage customers on an individual level as the sales teams saw fit.



Supporting these microsities, Appreciate's Engagement Platform also provided the mechanics that made cashback, Love2shop rewards, and charitable contributions possible.

If you'd like to know about the development and technology behind the promotion, our Engagement Services team would be happy to walk you through the process and answer questions.



## A creative deployment

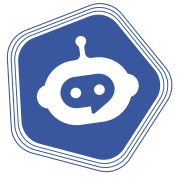
This ambitious partnership was designed and delivered six weeks after Brakes briefed Appreciate about the campaign.

Appreciate speculates that the industry's standard development and deployment of a similar programme would likely take about six months to deliver.

The short turnaround is down to the Engagement Platform's wide selection of 'off-the-rack' modules. These modules are pre-designed to alleviate the need for software development when putting promotions together, streamlining the development process.

Using these off-the-rack modules, Appreciate was able to quickly assemble the core points – banking, rewards, and data management systems, all of which are needed to power a promotion as complex as Help for Hospitality.

## Hello, Amy! Bespoke chatbot upped engagement



Appreciate also broke new ground on the Help for Hospitality programme by introducing their first-ever chatbot.

The chatbot, called 'Ask Amy', offered technical assistance to Brakes customers using the Help for Hospitality platform.

With mixed levels of technology confidence in the Brakes audience, Amy helped to maximise user engagement and prevent users from dropping off during the redemption process.

On the back of Ask Amy's success, Appreciate is looking for further opportunities to use – and develop – the module to improve results for other clients using the engagement platform.

“ Help for Hospitality has been phenomenal, and went down a storm in the hospitality sector ... our channel programme with Appreciate has also been a financial success ... returning excellent figures over our investment. ”

Adam Haywood, Commercial Marketing at Brakes



# Key statistics

Brakes measured the financial success for this campaign on two key metrics: spend, and consolidation of spend.



## Spend

The overall increase in revenue generated (and cash back delivered) by Brakes clients during the promotional period.



## Consolidation of spend

Customers buying brand new food and drink categories.



**+60%**  
sales revenue

The **20%** of Brakes customers who engaged in the Help for Hospitality scheme generated more than **60%** of Brakes' sales revenue during the promoted period.



**+10%**  
new spend

Of the customers engaged in Help for Hospitality, **10%** of their spend was recorded in new Brakes categories – where customers had not previously traded.



**+61%**  
engagement


7,944 Brakes customers engaged with the Help for Hospitality promotion, a **61%** increase in participation on previous promotions.



**£Millions**  
in cashback

Millions of pounds issued back to loyal Brakes customers through cashback, helping to strengthen their businesses with extra cash as they recovered from pandemic disruptions.





“ Help for Hospitality has been phenomenal, and went down a storm in the hospitality sector.

*During a dangerous, volatile period of trading it was important we were there to support our customers and safeguard our industry's future. We were happy to trade some of our margin up-front to achieve that.*

*“While our main priority is to help the hospitality sector recover with strength, our channel programme with Appreciate has also been a financial success for Brakes, returning excellent figures over our investment.*

*“It's also been encouraging to see how many Brakes customers chose to take Love2shop rewards instead of cashback. That's millions of pounds that will go back into the UK's economy, helping the hospitality trade and the high street in general.*

*“Help for Hospitality was remarkably simple to deliver considering its scope and scale. Using a simple SaaS platform made it simple to design and deploy, and Appreciate Business Services (ABS) were instrumental in making that happen with an unusually short development, implementation and design time. ”*

**Adam Haywood, Commercial Marketing at Brakes**

## An award-winning programme

In recognition of the development, deployment, and success of Help for Hospitality, Brakes and Appreciate were recognised as **winners at the 2021 Incentive Awards**, picking up **Best Channel Partner Programme**.

## Let's start a conversation

If you'd like to know more about how Appreciate could support you in achieving results in your sales and loyalty incentives, we're up for a chat and we'd love to hear about your business and market challenges.



**0330 333 1201**

or visit



**[www.appreciate.co.uk](http://www.appreciate.co.uk)**

