

# Sainsbury's

## Recognising loyalty with long service awards

### Client Issue

Established in 1869, Sainsbury's Supermarkets Ltd, is a major food retailer employing around 150,000 people in over 500 stores and 275 convenience stores. It has a market share of 14.9% making it the number three supermarket in the UK.

Sainsbury's has its own voluntary benefits / veterans department, dealing with a large range of employee and veteran benefits. Its long service awards scheme started in 2000 with the 25-year awards.

The client had been running its own long service scheme, but wanted to offer a more exciting and interesting selection of gifts to appeal to a wide range of achievers. They also wanted to introduce awards to recognise colleagues with less than 25 years service.

### Grass Roots Solution

Grass Roots was approached to provide an administration and fulfilment service for all aspects of long service awards, which would lessen the administrative burden for Sainsbury's.

Grass Roots produced a bespoke programme with a range of gift and voucher options.

Sainsbury's notifies us of forthcoming achievers in the form of a monthly data feed. The length of service being recognised determines the communication from Grass Roots, the level of award and the form the presentation takes.

### Results

**15 Year Long Service** – approximately 2,500 achievers a year. On receipt of the data feed, Grass Roots uploads accounts into options 25 (an online rewards platform) and each individual receives a letter and can select gifts or vouchers to the value of £50.

**25 Year Long Service** - approximately 900 achievers per year. We produce a personalised catalogue of gifts ranging from traditional watches to iPods and laptops. Each participant is sent a pack including the catalogue (the day before they achieve to arrive hopefully on the day). They also receive an invitation to a presentation in Holborn usually with Justin King.

Gifts (worth approx. £500) are despatched from Grass Roots to Holborn on the day of the presentation or to home if achievers cannot attend. Achievers can opt for shares instead of gifts. They also receive a personalised plaque.

**40 Years Long Service** – The client sends out letters from Holborn but Grass Roots fulfills the gifts. We also produce plaques annually that are sent to the client for an awards dinner in February. There are about 20 achievers a year who each can select gifts or shares worth approx. £1,000.

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