



MARSTON'S

# Marston's Case Study

Employee Recognition  
and Benefits Solution



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# Embedding Employee Recognition and Benefits to Drive Engagement and Performance

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Marston's PLC is a prominent British pub company with a rich history, operating around 1,400 pubs across the UK. These venues range from community locals to lively city center bars, all committed to providing excellent guest experiences and serving their local communities.

## Background

- Founded in 1834 as a family-run brewery, Marston's has transformed into a major pub operator with over 1,400 establishments in the UK.
- Employing over 10,000 people, Marston's depends on its dedicated staff to uphold high standards of service and hospitality.
- Marston's became a publicly-listed company in 2001, focusing on a strong culture and effective internal communications during industry changes.
- The hospitality sector struggles with high turnover from low wages and seasonal demand. In contrast, Marston's prioritises employee development and a positive culture, leading to better retention rates.

In the fast-paced hospitality sector, an accessible platform is crucial, as first impressions matter greatly. "No one's ever going to pay as much attention as that first minute when they've just joined the company, especially in a pub. You walk in and you're about to start working, so it's the best possible time to get this in front of people." - Vitek Sobr, Head of Reward & People Information at Marston's

# Challenges

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With a fast-paced environment and high staff turnover, hospitality businesses like Marston's struggle to keep employees engaged and connected to company values. They needed a seamless, accessible recognition solution to embed into daily operations and drive real engagement.

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## The Challenges

- **Dispersed Workforce -**

With 10,500 employees, the majority being hourly workers without corporate devices, communication and engagement tools need to be highly accessible.



We need something instant. Our employees don't have access to laptops during their shifts, so whatever we use has to be quick and easy to engage with on their phones



- **Unstructured Recognition** – Their current employee recognition was happening across multiple channels, leading to inconsistency and reduced impact.
- **Previous Provider's Limitations** – Their former platform lacked an app and was slow to implement changes, leading Marston's to seek a more agile provider.
- **High Employee Turnover** - With frequent staff changes, long-term engagement strategies were difficult to implement, making it challenging to keep employees connected and motivated.
- **No Clear Visibility of Engagement Data** – Leadership lacked insight into how recognition was being used.

# Solution

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Marston's partnered with Terryberry to implement a modernized employee recognition and benefits program that aligned with the company's values while addressing its unique challenges in the hospitality sector. Key elements of the solution included:

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- **Recognition Lifecycle** – Terryberry's platform allows Marston's to manage the entire recognition process, from nomination to reward distribution, rather than just the transactional element.
- **Instant Savings for Immediate Impact** - Employees could access immediate discounts, providing instant value without waiting for cashback, which Vitek Sobr described as the "number one benefit."
- **Mobile Accessibility** – The existing provider lacked an app, a major limitation for Marston's workforce. Terryberry provided a user-friendly mobile solution.
- **Centralised Approach** – Marston's had various forms of recognition happening across the business (emails, Facebook posts, physical gifts, etc.), and Terryberry's platform allowed for a more structured and visible system.
- **Unified Recognition and Benefits** - Marston's needed a platform that seamlessly combined employee recognition with accessible benefits. Terryberry's all-in-one solution helped integrate both elements, offering a user-friendly app where employees could easily engage with recognition and take advantage of savings opportunities.



The fact that you guys have an app, the fact that it's both recognition and benefits, that was a leading thing from the start. Some of your competitors only do one or the other, but you guys presented it as one complete solution.



# Why Marston's Chose Terryberry

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Marston's found that Terryberry's comprehensive solution uniquely addressed their challenges, especially in the fast-paced hospitality sector. "The app, the discounts platform, and the recognition capabilities all came together in one seamless offering," says Vitek. "This was key for us, as we needed a solution that could be used instantly, without barriers." The ability to provide both recognition and employee benefits in one integrated platform was a major factor in their decision. "We needed something easy, accessible, and engaging for a workforce that is always on the move," Vitek adds.

## Industry Expertise

Terryberry's experience with hospitality businesses and Marston's competitors was crucial in their decision-making. Marston's, operating in a fast-paced industry with high employee turnover, needed a solution that understood these dynamics. Vitek stated, "Working with our biggest competitor definitely helped. There are other competitors on the list that matter in our wider industry. That's a significant advantage." This experience reassured Marston's that Terryberry could meet their unique challenges with a tailored solution.



## Competitive Pricing

Marston's emphasis on financial performance made budget alignment essential. Vitek noted that Terryberry's competitive pricing made it a viable option: "You were able to offer us really good financials, especially at the time that we're going through right now, from a big focus on performance and financial performance in particular. If it wasn't for that, I don't think I would have been able to get it through." This pricing flexibility allowed Marston's to implement an effective employee recognition and benefits solution without overspending.