



Flexible, simple solution gives access to excellent mobile tariffs

John Lewis Partnership

Challenge

To provide lasting benefits to the partners at Britain's favourite retailer.

The Solution

Flexible, simple solution gives John Lewis Partnership access to excellent mobile tariffs for their partners for themselves or to share with friends and family.

Products and Services

O2 Open

"O2 Open is one of the most popular offers we have, with very high take up from partners. Savings run into millions of pounds."

Daniel Barnard,
Development Manager Leisure Benefits,
John Lewis Partnership,

Introduction

The John Lewis Partnership (JLP) operates 35 John Lewis Stores across the UK (29 John Lewis department stores and six John Lewis at home), johnlewis.com and 268 Waitrose supermarkets. The business has annual gross sales of over £8.2bn. It is the UK's largest example of worker co-ownership where all 80,000 employees are partners in the business.

When John Lewis set up the Partnership, he created a governance system intended to be both commercial - allowing JLP to move quickly to stay ahead in a competitive industry - and democratic, giving every partner a voice in the business. The founder's vision of a successful business powered by its people and its principles defines the company today. The profits and benefits created by its success are shared by every partner.

In 2010 John Lewis was voted 'Britain's favourite retailer' in a Verdict customer satisfaction index, and 'Multiple Department Store of the Year' in The Drapers Awards for fashion retail.

The Challenge

As a company with an extraordinary reputation for employee welfare, JLP was looking for a benefit that would offer practical advantage to the widest range of partners.

Daniel Barnard, Development Manager Leisure Benefits, JLP, says "I'm constantly looking for benefits that offer real value. My aim is to use JLP's size to secure benefits people can't get elsewhere, and that really help our people with their daily lives."

As is often the case in the retail industry many of JLP's partners are relatively young: over a third are under the age of 29 so many of the benefits JLP offers, such as home insurance, are less interesting to them. "I was looking for something to appeal to younger people in particular," says Daniel Barnard.

He continues "The growing challenge nowadays is to offer more than just discounts, which are becoming readily available for restaurants and entertainment for example. We wanted to offer discounts that people couldn't get elsewhere on something that they really needed."



John Lewis Partnership

The Solution

When Daniel Barnard received a call from O2 asking if he would be interested in the O2 Open scheme "It was obvious to me that O2 Open would be ideal for us because of its universal appeal," he says.

O2 Open is an employee discount scheme for O2 business customers' employees. They can get free airtime credit for themselves or to share with friends and family. They can also take advantage of O2 Priority ticketing, O2 Priority Moments and other offers including discounted travel insurance.

Once JLP took O2 Open, an O2 team took care of the implementation and helped create a secure log-in process, hosted on its intranet. Access is through the use of a code, valid for a year, which allows JLP to track take up of the scheme as well as helping to protect against fraud. Partners request a code and O2 sends it to their phone ready for when they wish to sign up. They can use the code up to six times a year.



"O2 Open is one of the most popular offers we have with very high take up from our partners. Savings run into millions of pounds over the life of a mobile contract. I'm really pleased to be able to use our business relationship with O2 to secure this for our partners, their friends and family."

Daniel Barnard,
Development Manager Leisure Benefits,
John Lewis Partnership,

Results

Simple implementation

No running costs

20,000 partners signing up

Exemplifies John Lewis Partnership's commitment to sharing business benefits with its partners