

Employee Discounts Service (Shop St.)

Value-added savings to support people's everyday finances and engagement

The Employee Discounts Service (Shop St.) offers organisations a practical way to enhance employee wellbeing by providing access to a curated range of discounts, offers and savings on everyday products and services. It is designed to help people stretch their income further, support financial wellbeing and reinforce a sense of value and appreciation at work.

What it is

This service gives employees access to an online discount platform featuring a broad selection of offers across retail, travel, leisure, technology, entertainment and more. It provides a simple, user-friendly way for individuals to access savings on purchases they make regularly, encouraging positive engagement and supporting overall financial wellbeing.

Who it supports

The service is available to employees and, where included in the scheme structure, their immediate household members. It is suitable for organisations of all sizes and sectors that want to offer a practical, everyday wellbeing benefit that complements formal wellbeing and rewards programmes.



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Core features

- **Wide range of discount categories:** from retail and travel to food, services and leisure.
- **Easy online access:** employees sign in to a secure portal to browse and redeem offers.
- **Regularly updated marketplace:** fresh deals and seasonal promotions.
- **Mobile-friendly platform:** designed for use on smartphones and tablets as well as desktops.
- **Personalised recommendations:** tailored suggestions based on user interests (where available).
- **Support materials for engagement:** communications templates and assets to help organisations promote uptake.



How it works

Employees use a secure login to access the discount platform. Once signed in, they can browse current offers, click through to provider sites and redeem discounts directly – with terms and savings clearly presented for each offer. The platform is designed to be intuitive and self-serving, giving individuals control over how and when they choose to use the benefits.

Why it matters

Financial wellbeing is an important aspect of overall wellbeing. Everyday pressures such as rising living costs can affect people's stress levels, engagement and sense of security. Offering access to meaningful savings supports employees in making the most of their income, reinforces organisational care for practical wellbeing needs and adds value to broader employee support programmes. By providing this as a benefit, organisations help people access real-world savings that can make a tangible difference to daily life.

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