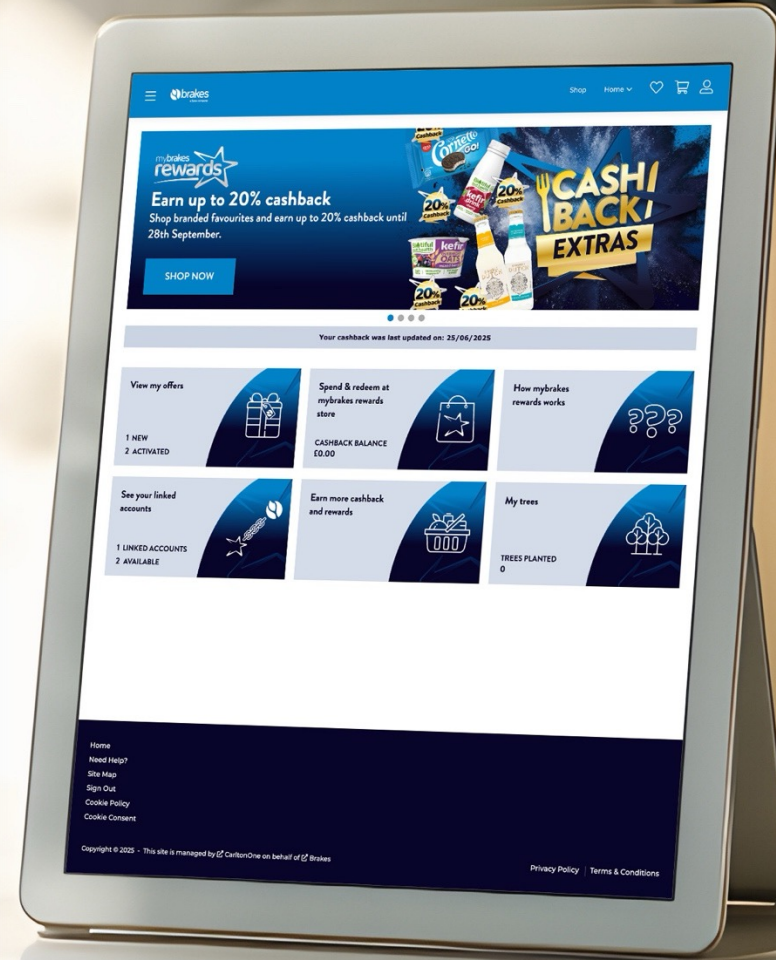


CarltonOne™



# C1 Case Study: **Brakes UK**



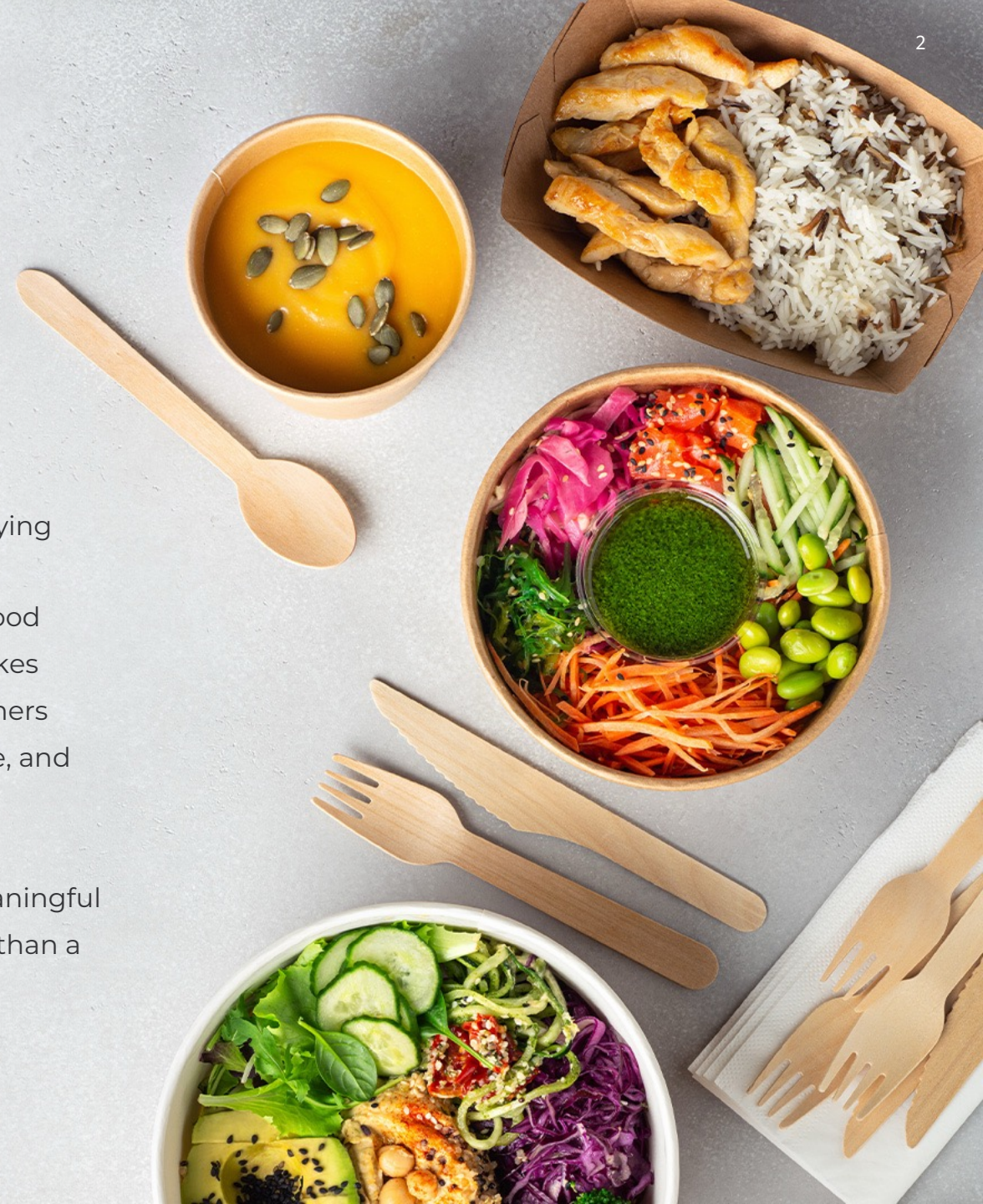
Case Study

# myBrakes Rewards program

Helping foodservice businesses thrive through personalised value-add loyalty rewards.

Brakes, a Sysco company, is the UK's leading foodservice wholesaler, supplying thousands of restaurants, pubs, hotels, schools, care homes and hospitals nationwide. In a sector facing extraordinary operational pressures, where food businesses face rising costs and labour shortages, Brakes launched myBrakes Rewards. This is a category-leading loyalty programme built to give customers more value, deliver a truly personalised experience, drive behaviour change, and grow long-term customer relationships.

The programme was created with a clear mission: to put personalised, meaningful rewards at the heart of the B2B buyer journey. myBrakes Rewards is more than a loyalty programme. It's a powerful way for Brakes to support hardworking foodservice businesses across the UK.



myBrakes Rewards harnesses a data-powered recommendation engine to feed AI-powered promotions and build sophisticated behavioural insights. This dynamic online experience is completely tailored to individual needs, so it delivers a loyalty experience that rewards not just spending, but long-term partnership.

Members earn generous cashback on everything from everyday ingredients to catering equipment, helping them reinvest in what matters most. Offers are personalised using AI, so rewards are timely, relevant and genuinely valuable. It's designed for busy chefs, managers and business owners who need a loyalty programme that adds value where they need it.

With over 18,500 members and outstanding retention results, myBrakes Rewards is driving deeper engagement and helping customers grow order by order, reward by reward.



# Results



**18,500**  
Members

Over 80% of eligible customers have enrolled — a **4x increase** from the previous scheme.



**85%**  
of Sales

Loyalty members now account for the **majority of Brakes' total sales**.



**+18%**  
Retention

Loyalty members are significantly **more loyal**, showing an 18% higher retention rate.



**1.7x**  
More Orders

Members order more frequently, spend **£40 more per order**, and buy from **3 additional categories**.

# Outcomes

- Significant behaviour shift: the vast majority of phone-based customers now regularly order online.
- Quarterly seasonal campaigns drive ongoing engagement and repeat purchases.
- Cashback offers value and flexibility that supports day-to-day operations and longer-term reinvestment.
- Personalised rewards help time-poor customers make faster, better buying decisions.
- Brakes gains deeper insight into customer preferences, enabling smarter targeting and improved service.
- **Net Promoter Score:** NPS has improved by 38 points over the past 2 years



# Delivering 4 strategic goals



## 1. Drive behaviour change

Encouraging digital adoption by shifting phone-based customers to online ordering through rewards, ease of use, and targeted nudges.

## 3. Provide market-leading value

Providing real business value through cashback offers that support daily operations and long-term reinvestment.

## 2. Deliver truly personalised rewards

Using AI and customer data to deliver tailored rewards through a dynamic catalogue, helping customers find relevant products faster.

## 4. Maintain consistent engagement

Keeping customers connected with seasonal campaigns, gamification, and ongoing promotions that drive repeat purchases.

# CarltonOne AI Promotions Engine

The heart of myBrakes Rewards is its AI-driven promotions engine, which transforms customer data into personalised cashback offers, updated in real time. This system draws on transaction history, category behaviour, lifecycle stage, and engagement indicators to dynamically present the most relevant rewards.

Promotions are intelligently selected and prioritised using machine learning:

- A customer who buys burgers but not buns will be shown offers on buns if others with similar profiles purchase both.
- A customer who repeatedly views a product but hasn't purchased it - while similar users have and it offers cashback - will see it prominently featured on their homepage.

Algorithms are continually optimised using suppression and boosting rules, accounting for engagement levels, business type, average order value, business type, average order value and more. The experience is fast, personalised, and genuinely useful to time-poor chefs, managers and owners in busy kitchens and food outlets.

## CarltonOne Platform technology used by myBrakes:

- Recognition module
- Personalized member dashboard
- Rewards ecommerce Store
- AI personalized promotions
- Curated Rewards Collections
- Gamification module
- Analytics