

**BUTCHERBOX**

# SERVPRO CASE STUDY

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AT BUTCHERBOX, WE BELIEVE IN A  
BETTER WAY TO DEEPEN RELATIONSHIPS  
WITH EMPLOYEES AND CLIENTS.

## Overview

SERVPRO's Team Luzzi, a leading restoration franchise group, prides itself on maintaining a strong, motivated, and appreciated workforce. With Memorial Day approaching, the leadership team sought to go beyond the standard gestures of appreciation and deliver a truly memorable and meaningful gift to their employees. Their goal was simple: show authentic gratitude while making the process as seamless as possible across multiple locations.

## Challenge

While the intention to celebrate and thank employees was clear, the logistics of implementing a thoughtful gifting program presented a major hurdle. SERVPRO's Team Luzzi operates across multiple locations, which made coordinating a large-scale gift distribution effort feel daunting. Internal resources were already stretched thin, and the idea of managing packaging, shipping, and employee preferences threatened to create more stress than celebration. They needed a solution that was both personalized and operationally efficient.

## Solution

Team Luzzi partnered with ButcherBox to eliminate the stress of organizing a large-scale employee appreciation initiative. Working closely with a gifting specialist, they created a custom box that reflected the company's values — high-quality, sustainable, and thoughtful. Once the box was selected, ButcherBox took over the logistics, delivering a premium experience directly to employees without requiring extensive input or time from the internal team. The ease of execution and high-quality presentation made the gifting process not only simple but also impactful.



### CUSTOM CURATED GIFTS

Collaborated with a gifting specialist to design a Memorial Day gift box with premium, responsibly sourced meats and seafood.



### EFFORTLESS DISTRIBUTION

Partnered with ButcherBox to handle end-to-end fulfillment, shipping each box directly to employees' doorsteps.



### STREAMLINED PROCESS

The franchise only needed to select their preferred gift box; all logistics, packaging, and deliveries were managed externally.



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## Results

The gifting program exceeded expectations on all fronts. Employees were thrilled with the curated gift boxes and expressed genuine appreciation for the thoughtful gesture. Participation was high across all locations, and Team Luzzi received overwhelmingly positive feedback. Most importantly, the franchise achieved its goal of meaningful appreciation without adding extra administrative burden to its internal team.

Encouraged by the success, Team Luzzi has since repeated the program and is continuing to innovate the experience by implementing a branded recipient choice page — allowing future recipients to select their preferred gifts, further personalizing the gesture and streamlining the process.

## Conclusion

SERVPRO's Team Luzzi demonstrated how a well-executed gifting strategy can both elevate employee morale and simplify operations. By partnering with the right specialists and leveraging turnkey solutions, they delivered a powerful message of appreciation without sacrificing time or efficiency. The success of their Memorial Day gifting initiative has set a new standard for how the franchise celebrates its team — thoughtful, scalable, and stress-free.



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