



Client Success Story

How PerkSpot Helped Chipotle Employees Connect & Save

Chipotle was looking for someone who could do perks the same way they do burritos: **BIG.**

Chipotle needed more than just a bullet point on their list of perks. They were seeking a perks provider that not only provided money-saving discounts, but discounts on the things that mattered. That's what led them to PerkSpot in 2011, which could offer their employees thousands of exclusive perks and discounts in over 25 different categories.

Just like their burritos, every Chipotle employee is different. Different wants, different backgrounds, different stages of life. Finding a way to communicate with over 80,000 unique employees proved rather difficult. That's where PerkSpot stepped in. Working with Chipotle, PerkSpot created a plan that overcame their biggest challenge of reaching each employee in a way that felt impactful. PerkSpot managed to connect every employee, from managers to newly hired employees. With a discount platform that was easily accessible, Chipotle employees could easily search and use discounts with the press of a finger.



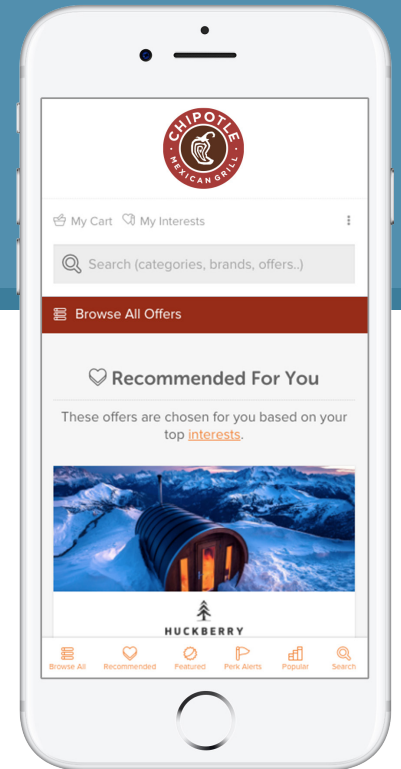
*“ One of the biggest things was to make sure it's meaningful and relevant to the individuals we have out in the field. To be able to provide a meaningful discount, in terms of financial benefit, but also relevant to the individual and available nationwide because we have a very widely dispersed population. A lot of different folks - down to the crew level, up to the corporate executive, and everything in between. We wanted something that was going to resonate and have the ability to be important to that specific person based on their specific, unique needs. **And PerkSpot was able to do that.**”*

Daniel Banks • Senior Manager, Benefits • Chipotle



The Perks of PerkSpot for Chipotle

- ▶ Low financial impact
- ▶ Useful in communicating important messages
- ▶ Drove engagement to their own benefits portal
- ▶ Offered open enrollment communication



» PerkSpot + Communication

“One of our biggest challenges is just being able to communicate to our employees. Other than the brand that we work for, there historically hasn’t been anything that connects people together,” shared Banks, Senior Manager of Benefits at Chipotle. “Having this portal and a national platform of perks and discounts we can provide is one of the very few modalities that actually connects people together. Truly, the portal, with its mobile-optimized platform, that is the way we now communicate directly down to those crew-member individuals.”

» PerkSpot + Engagement

With the goal of increasing employee awareness for open enrollment, Chipotle partnered with PerkSpot to run a giveaway campaign that brought users to their discount portal to enter. This meant they had to start at their benefits portal. The impact was significant, both to PerkSpot engagement and utilization of other Chipotle benefits.

In just two months, employee savings, monthly active users, and new users all nearly doubled.



When asked whether Chipotle saw an increase in engagement of other benefits offered because of their partnership with PerkSpot, the answer was easy: “Yes.”

Conclusion

Upon partnering with PerkSpot, Chipotle was able to better communicate and connect its 80,000+ employees using PerkSpot’s discount platform. With low financial commitment, Chipotle saw higher engagement with its existing benefits, especially during important times like open enrollment and is confident they will continue to drive engagement with PerkSpot.