

CLIENT SPOTLIGHT

PerkSpot solved Chipotle's need for deals that make a difference for employees.

**INDUSTRY**

Restaurant

EMPLOYEES

70,000+

THE CHALLENGE

Providing valuable discounts that apply to the diverse backgrounds, careers, and stages of life for Chipotle's unique workforce.

THE IMPACT

Upon partnering with PerkSpot, Chipotle was able to better communicate and connect its 70,000+ employees using PerkSpot's employee discount program.

Chipotle needed more than just a bullet point on their list of perks. They were seeking a discount 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 deals 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 an employee discount program that was easily accessible, Chipotle employees could easily search and use discounts with the press of a finger.

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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.

Daniel Banks

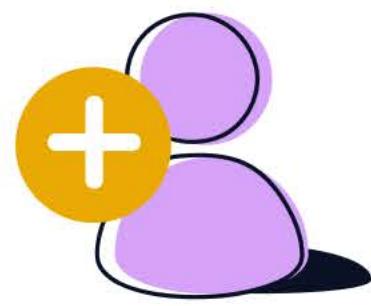
Senior Manager, Benefits

The impact PerkSpot has had with Chipotle



\$35K+

Increase in employee savings due to deals from everyday expenses to big-ticket buys



72.8%

Increase in monthly active users utilizing their employee discount program



88.3%

Increase in new users utilizing their employee discount program to save where it matters most

How communication has played an important role in Chipotle's success.

“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 Daniel 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.”

A unique way to engage employees with their new employee discount program.

With the goal of increasing employee awareness for open enrollment, Chipotle partnered with PerkSpot to run a giveaway campaign that brought users to their employee 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.

PerkSpot is more than an employee discount program, it’s a doorway to richer experiences, bigger dreams, and bold new possibilities, even during trying times. Every saved dollar is an invitation to invest in what truly moves your employees—their next adventure, their family’s future, or simply a moment of pure, unbridled joy.



Empower your employees to save today.
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