

CLIENT SPOTLIGHT

PerkSpot supports H-E-B when they need it most with the very best deals.

**INDUSTRY**

Grocery

EMPLOYEES

160,000+

THE CHALLENGE

Finding an employee discount program that met their needs when it came to integration, a variety of deals, and management to keep their program running smoothly.

THE IMPACT

A fully managed program that helps employees make every dollar count, especially during trying times.

H-E-B, one of the largest grocery brands in the United States, was working with a discount provider that wasn't meeting their expectations. They fell short when it came to ease of integration, the scope of deals available, and management that kept their program running smoothly.

Not only that, but H-E-B was in need of a benefit that satisfied the needs of their entire workforce of 160,000+ employees worldwide. "We've got a lot of single parents and employees on a budget, so we're always trying to see how we can better serve them", stated Lupe Melendez, Benefits and Health Advisor. That's where PerkSpot stepped in, partnering with H-E-B in 2016 to offer thousands of exclusive discounts to their employees.

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Our employee discount program has received raving reviews and employees love that they have so many options to choose from, all at a great deal.

Lupe Melendez

Benefits, Health and Wellness Advisor

How does PerkSpot support H-E-B



Seamless integration with various resources to support implementation



Ease of management with dedicated account managers and client success specialists



Consistent marketing materials and resources to keep employees informed about their available benefit

Little lift required for HR teams.

Lupe shared, "What we love most is that we don't have to do a lot of manual entries. I love the fact that PerkSpot handles all of the logistics for us and we don't have to continuously respond to various vendors who constantly call or email. PerkSpot will always get back to you." With PerkSpot's account management, there isn't much required from HR teams. A dedicated client success manager sends regular reports detailing employee savings numbers, employee engagement stats, and more. Plus, marketing materials are sent throughout the year highlighting savings events and new ways to save so that employees can make the most of their program.

A saving success story during difficult times.

As a grocery store during the global pandemic, leaders at H-E-B's corporate office immediately realized how thinly stretched their time would be. With over 300 stores, leaders were constantly being pulled away from their tasks for important calls and discussions regarding how to handle the management of their stores. During this time, PerkSpot's relationship with H-E-B became crucial. Not only did PerkSpot continue to manage H-E-B's program, but PerkSpot also doubled down on efforts to find the most relevant savings for employees at this time.

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.
[Sign up for a free demo](#)