



## PerkSpot and Shake Shack Go Together Like a Cheeseburger and Fries

### >> Why PerkSpot?

“We were looking for new benefits that were **cost-effective** that we could introduce to our employees, that would be kind of exciting for them to hear, and that **everybody can access**....You guys had a **very creative and innovative product**. And we thought your **branding fit best with what Shake Shack was looking to provide.**” - **Jodi Lasser, Total Rewards Specialist**

### >> Benefits in the Time of COVID-19

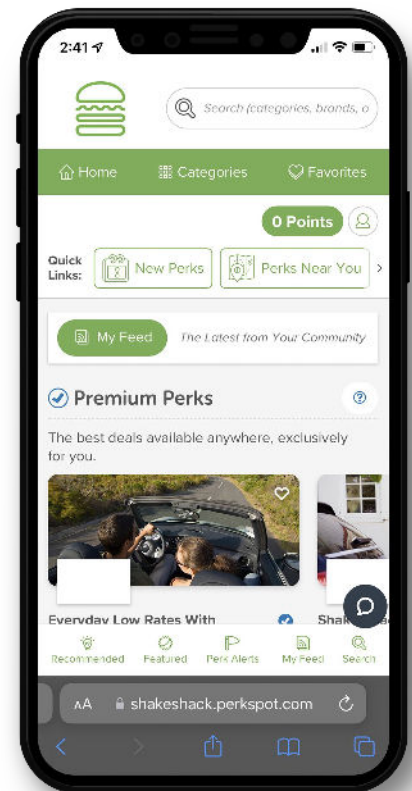
#### PerkSpot is a perk that fits any budget and workforce.

In 2020, Shake Shack joined the many employers working to find benefits and perks that supported their employees while still fitting into a smaller-than-normal budget and a heavier workload for management, due to the devastating impacts of COVID-19. At a time when enhancing benefits didn't even seem like an option, Shake Shack launched their Shake Shack Discount Program to over 6,000 employees.

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“It was probably one of the biggest initiatives that we took on... it was really the only benefit enhancement we've been able to make in the last couple of months with everything being so crazy with the pandemic.”

**Jodi Lasser - Total Rewards Specialist**



## PerkSpot and Shake Shack

First Month's  
Total Savings:

**\$24,907**

Average  
Engagement:

**40%**

Average  
Monthly Users:

**585**

## » How Does PerkSpot Create a Successful Launch?

Knowing the workload of those overseeing Shake Shack employee benefits, a seamless launch was imperative. Check out how the Total Rewards Specialist at Shake Shack described the implementation process:

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“It was great! It was super easy, our dedicated Client Onboarding Specialist was very hands-on. It was flawless I thought.”

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PerkSpot works to find the right level of management for any organization. With a quick launch, extensive marketing materials for new and current employees, and an onboarding specialist and dedicated Account Manager available to walk you through your new Discount Program and portal, launching is a piece of cake! Or, in Shake Shack’s case, a chocolate shake!

Plus, Shake Shack understood their employees well. Lasser noted, “Most of our employees don’t have access to a computer on a daily basis.” Allowing PerkSpot to register their employees preemptively allowed for **36% engagement with the Shake Shack Discount Program in their first month alone!**

