

# Boosting employee and customer morale with meal delivery

Uber for Business



# Introduction

Food is often used to create social bonds, share bounty, and generate goodwill. Relationships between you, your team members, and customers are no exception. As people are physically distancing themselves, there's an opportunity to show your employees and customers that you still care about them.

## **Taking care of employees**

When a business offers a meal for its employees, that act fosters connection and boosts morale. Whether employees are working from home or still need to show up to get the job done, providing a healthy meal can help keep everyone safe. This gives them a sense of goodwill that they can pay forward to the rest of their teammates, their families, and their communities.

## **Connecting with customers**

Even if it's no longer business as usual, you can still show your appreciation to those who support your business. Offering a meal is also a great reason to connect with prospects, entice new customers, or reward long-established buyers. You can help keep conversations going over the phone or video chat while all parties enjoy delivery from their favorite local restaurant. Moreover, it shows that you care about the people you do business with beyond just the day-to-day exchanges. You can entice new customers or reward long-established buyers.

# Contents

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In this ebook, we'll explore how providing meals for your employees, customers, and others can improve morale and their overall well-being. Whether takeout or delivery, during business hours or on personal time, feeding the people who connect with your business can provide a helping hand and increase engagement.

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# Connection with your employees where they are

The shift from being in the office every day to working from home can have an impact on your employees. Routines are being disrupted, and digital communication tools are becoming the primary way of connecting.

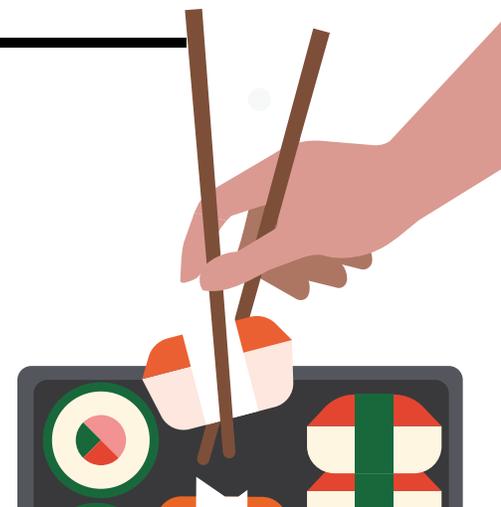
Whether workers have relied on your company to supply meals at the office or they just grabbed a sandwich from their favorite spot on the corner, many are having to adjust to a new daily routine. Businesses can help solve at least one daily task and free up their employees' time and mental energy by providing them with lunch.

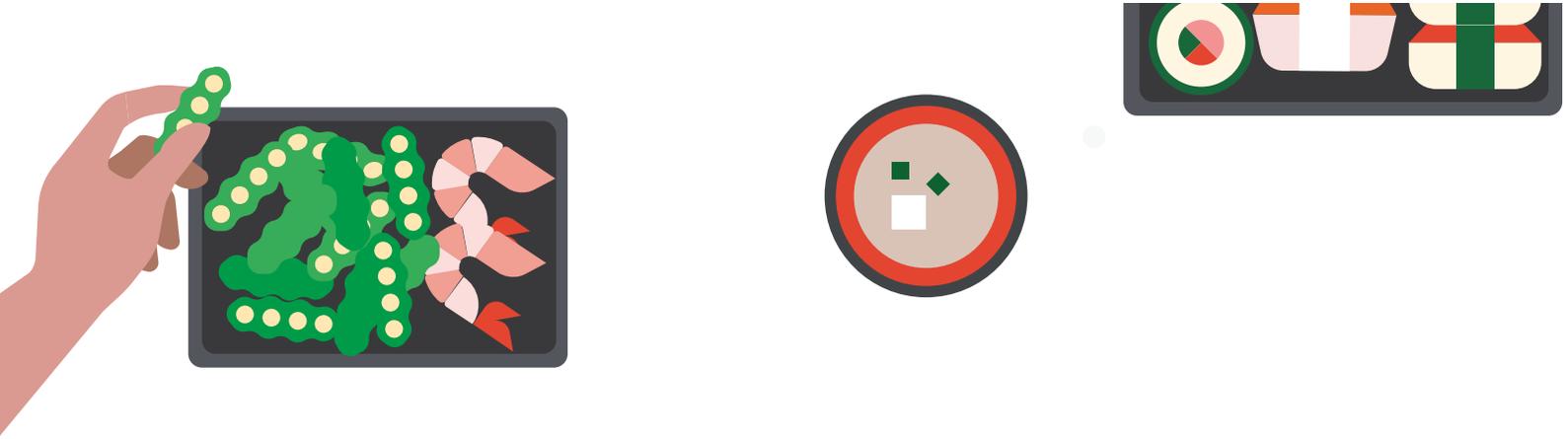
In fact, according to a recent Uber for Business survey, 63% of workers said that food provided at work would keep them happy and satisfied with their current employer. Offering a daily stipend or using the Uber for Business dashboard to set up a daily allowance are great ways to take advantage of this opportunity.

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**Save time with automatic receipt forwarding:  
Expensing usually takes 49 minutes per month.**

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# Limiting outside exposure with delivery

Employees are the pillars to any business, especially if that business is essential. Some of your employees will still be required to show up to the office to complete their work, putting themselves at risk for exposure by traveling and being there together. Companies have a responsibility to reduce this risk as much as possible.

While some employees are used to bringing their own lunches, many also rely on local restaurants, food trucks, and that bodega on the corner. According to our survey, employees who didn't bring their lunch to work most often picked up takeout or went to a sit-down restaurant. But what happens when those vendors aren't open? Food delivery might be the only other way for your essential employees to find a convenient meal.

By creating a program that delivers directly to your employees, you'll boost their incentive to come into the office and give them an added sense of security. You can demonstrate that you value their work and are willing to do what it takes to alleviate at least some of the stress of this time.



**1 in 4 employees leave the office for take-out food more than 3 times a week**

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# A ‘thank you’ goes beyond the workday

Your employees don’t eat only during working hours, and your ability to show them that you care doesn’t need to stop at 5pm. Helping your employees with a dinner or weekend meal is a great way to show that you care about their general wellbeing.

Our data shows that 87% of employees surveyed are satisfied with local meal options. Providing them with a voucher they can use whenever they need it shows that you understand that they’re adjusting to more than just a new work schedule.

Providing gift cards at scale for your entire team lets everyone take a break and bond with those around them. They could order the family’s favorite pizza and have a movie night in, or splurge on that nice restaurant for a special date night with their partner. Even roommates need something to help them break the tension. Plus, most people will appreciate not having to do the dishes that night.



# Virtual meetings, real food

With the increase in virtual meetings, many sales teams are looking for ways to bond with prospects and clients and get a little bit of their attention during an otherwise chaotic time. If you can't give them a free lunch in person, then you can just have it delivered to them.

We're seeing many sales teams adopt gift cards as an incentive for their clients to attend meetings. While some are offering them as a reward for attending a demo, others are getting more creative. Why not give the gift cards in advance so that your clients can order their favorite meal for delivery and join a lunch-and-learn session?

Your recipients will suddenly have a free hour that they would have spent running out for pick up or cooking their meal, and they'll feel extra important. With 400,000 restaurant partners in over 6,000 cities across the globe, your clients will be able to find a broad set of choices on Uber Eats and support their local restaurants during a very difficult time.



**The average delivery time is around 30 minutes from order to dropoff**

# Wrapping up

As your company adopts the role of crisis manager, providing basic comforts to the people your business relies on requires a new focus. Whether your employees are adjusting to a new schedule or just more limited takeout options, they'll greatly appreciate the extra care you can provide through a meal delivery platform. And employees and customers alike will feel greatly valued by your thoughtfulness and trust.

As you look to enable meals to boost their morale, Uber for Business is here to support you. With our platform, organizations can create programs for rides and meals so that their employees and customers can enjoy the same on-demand Uber rides and meals in their work lives. Everything from getting rides for meetings to commuting, and even enjoying their favorite food when working.

We're on a mission to move the business world forward with the power of Uber. We do this by enabling organizations to create value for their employees and guests using our rides and eats platforms.

## Meals that drive your business forward.

[uber.com/business/eats](https://uber.com/business/eats)

