Global Manufacturer Rewards Employees for Using Cashless and Healthy Eating Habits

Summary

A well-known global manufacturer of construction and mining equipment faced a dilemma common to many large corporations: How to streamline foodservice operations and encourage employees to dine in-house. The company, which has administrative and manufacturing facilities around the world and employs more than 30,000 people in the Midwest where their Headquarters is located, also wanted to promote healthy eating habits among its staff.

Eurest Dining Services, a division of Compass Group North America, manages the company’s foodservice operations and immediately identified it as an ideal candidate for the Zipthru Cashless Rewards solution, a meal payment method that works like a gift card to pay for food and beverage purchases in the café, while rewarding employees for item-specific purchasing behavior.

Promoting Healthy Choices

Eurest implemented the solution at three of the company’s busiest dining centers. The goal was three-fold: to increase on-site dining, encourage cashless transactions and promote the company’s health and wellness initiative.

The Zipthru Cashless Rewards solution was introduced with a multi-faceted marketing campaign. Posters and table tents were placed in corporate cafes, brochures were available at each point-of-sale terminal, cashiers distributed raffle tickets, and registration tables were set up in each dining center, so that employees could sign up for the program quickly and easily. Drawings for prizes encouraged participation.

The flexibility of the Zipthru Cashless Rewards solution enabled Eurest to create a unique program that not only encourages diners to pay using Zipthru Cashless but also to make healthy eating choices. Employees who participate in the program earn points for every purchase they make using their Zipthru Cashless card and earn double points for selections from the Balanced Choices® menu, Compass Group’s corporate dining wellness initiative.

Employees don’t have to wait long to cash in. Accumulated points can be redeemed quickly for small-ticket items, such as beverages; or saved and redeemed later for larger purchases, such as meal entrees — all from the Balanced Choices menu, of course!

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Beth Cash, MS, RD, LDN, Regional Vice President, Heartland Region for Eurest Dining Services

Average number of daily Cashless transactions up by 30%

Balanced Choices® purchases increased 42%

Cost of Zipthru Cashless lower than credit card fees
Results Seen Quickly

The company saw results almost immediately. Within 12 weeks, more employees started using Zipthru Cashless to pay for their meals, increasing the average number of daily cashless transactions by 30 percent.

Employees also began purchasing more Balanced Choices menu items, with the percentage of Balanced Choices items being purchased increasing 42 percent. Moreover, Zipthru Cashless check averages have consistently remained 6 percent higher than cash check averages. Not surprising, since industry research has found that loyalty programs drive consumer purchasing behavior, increase check averages and boost customer satisfaction levels.

One of the primary benefits of the solution is its flexibility. Companies can set up the program in a variety of ways. Some simply want to encourage on-site dining and choose to reward all purchases equally. Other companies want to promote nutritional choices and so offer more points for healthy menu selections.

Either way, the program has a tangible impact on the bottom line. Zipthru Cashless has significantly reduced daily employee credit card charges at the company, which translates into big savings. In fact, Zipthru Cashless costs up to 90 percent less to implement and manage than traditional credit card programs. For large companies like this one, the transaction fee savings often add up to tens of thousands of dollars each year.

The Bottom Line

After 30 days, the company evaluated the program and decided to incorporate the Zipthru Cashless Rewards solution at several other on-site dining locations.

Employees appreciate the convenience of a cashless solution that also rewards them for food and beverage purchases. Some dining center point-of-sale terminals are designated ‘cashless only’, so even the longest lunch lines move quickly. And there’s no hassling with dollar bills and coins. Another advantage for employees is fewer transactions on monthly credit card statements. They are charged only when they replenish their Zipthru cards and not for individual meal purchases.

Yet perhaps the most unique aspect of the program is that it enables companies to drive consumer behavior. “The Zipthru Cashless Rewards solution not only lowers costs and increases revenue, but it also empowers companies to affect change in employee eating habits,” says Beth Cash, MS, RD, LDN, Regional Vice President, Heartland Region for Eurest Dining Services. “With conditions like diabetes, heart disease and high blood pressure on the rise, it’s more important than ever for us to partner with our client wellness programs and reward employees for making nutritious food choices and adopting healthier lifestyles.”

And, then, there’s the ripple effect. “Healthier employees are more productive employees,” Cash concludes. “They also take fewer sick days each year.” So, ultimately, the solution improves the bottom line, making it a healthy choice for companies and employees alike.