

Uber for Business

Customer Story Slides

Updated monthly

Questions? Suggestions for new stories? Reach out to content-u4b@uber.com

Uber for Business | Customer Story

Industry: Insurance/Healthcare

Supporting workers & local businesses

GoodRx, a leading resource for healthcare savings, has been using Uber Eats to support their employees.



"At GoodRx, we're constantly looking for ways to acknowledge our dedicated team. With the COVID-19 pandemic, we wanted to continue to foster a strong, now remote, employee

Primary uses

- During the COVID-19 pandemic, GoodRx offered Uber Eats to team members working from home.
- The company pays directly for the meals.



GoodRx @GoodRx · 2h
Offering @UberEats to our dedicated team is a great way to show our appreciation during this time, as well as to help support our local economy and restaurants. #MoveWhatMatters with @Uber_Business

Results

- Increased employee productivity
- Improved morale
- Support of local economy and restaurants



For more information about Uber for Business, please visit: uber.com/business

Uber for Business @Uber_Business · 5h

It's more crucial than ever to support both workers and #localbusinesses. That's why @GoodRx, a leading resource for healthcare savings, has been using our platform to get meals delivered to employees working from home. [1]

[Show this thread](#)

GoodRx partners with Uber for Business to support the local economy and restaurants.

Uber



2



4



Business travel

The NFL has a complex travel and expense program that includes both employees and vendors. Uber for Business helps people get around wherever their work may take them. Employees experience the magic of rides with Uber and simplified expensing, while the Travel team benefits from thorough data on usage and spend.

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“Uber for Business makes it very easy for us to run reports on employee activity. One pain point the platform has also helped relieve is employees’ experience uploading their receipts when submitting for reimbursement. The e-receipt forwarding has been tremendously helpful.”

Ndue Palushi
Manager of Administration, NFL

Uber for Business helps Uber's Travel and Expense (T&E) team scale and automate processes for 27,000 employees across 60 countries. Covering employee rides and meals while traveling, the platform helps the T&E team save time, increase visibility, ensure reporting accuracies, and adhere to duty of care.

In 2022, automated expensing helped save Uber \$170,000 in employee hours.

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Uber



The global footprint [of Uber] comes with complexities. Anything we do—as it relates to tools, systems, products, or programs—we have to focus on scale. How can we automate and be efficient? Uber for Business hits that mark.

Justin Reyhl

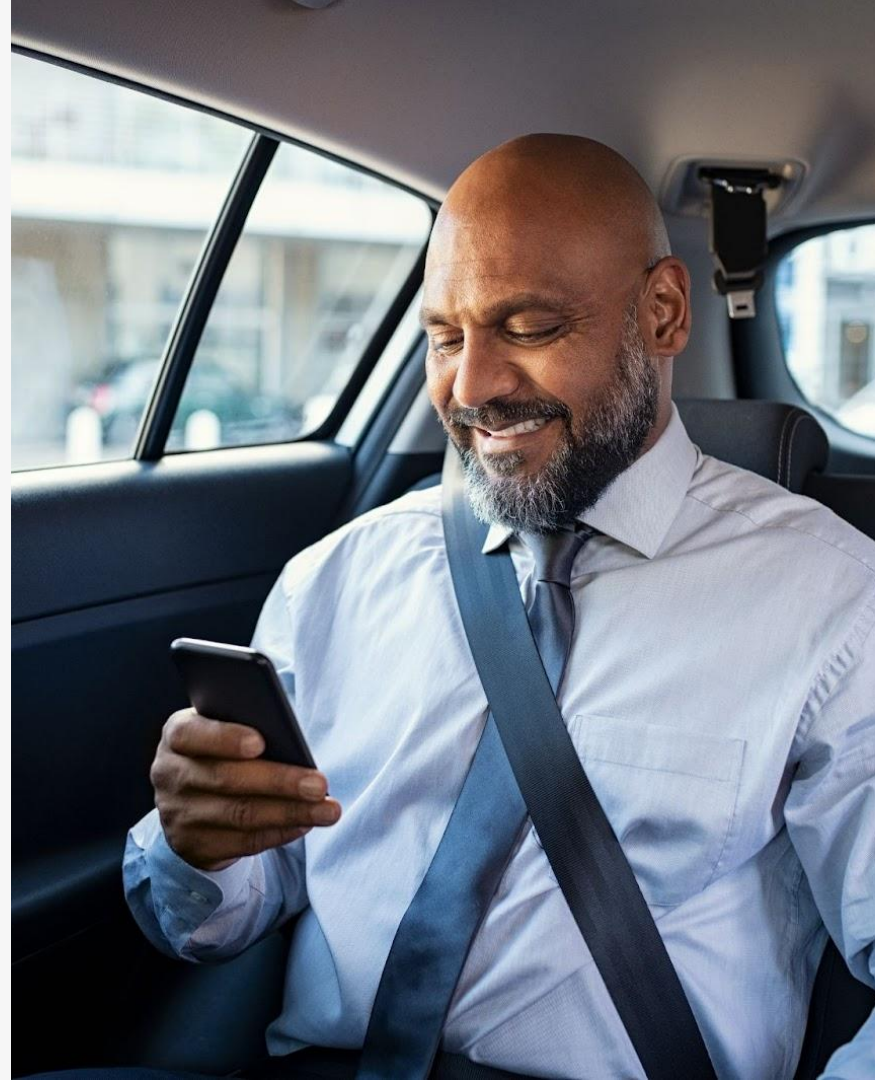
Senior Manager, Global Expenses
Uber

DPR Construction's mission is "Ever Forward." For 30 years, the company has prided itself on finding new and better ways to operate, improving on everything from how they manage project sites to the way they approach employee travel. While helping build part of Uber's San Francisco headquarters, DPR learned about Uber for Business.

“ We're not going to dictate to people how they do things. We're going to give them the tools to be able to do them better and easier. And that's what Uber has helped us to do.

Paul Atkins
Internal Audit Leader

Uber
for Business



Perficient sets customizable travel policies for employees and tracks usage metrics through the Uber for Business dashboard. Employees appreciate that they can focus on work safely while utilizing Uber, increasing productivity.

“ I would 100% recommend Uber for Business. I totally encourage other companies to try it. The integration with leading expense providers saves a considerable amount of time spent on expense reports.”

Mattie Yallaly

Corporate Travel and Expense Manager

Uber
for Business

PERFICIENT



Automotive stories

BMW of Ramsey is always looking for new ways to provide a great experience for their customers.

The dealership provides loaner vehicles from their own fleet and courtesy rides with Uber for Business for customers waiting on repairs.

This reduces the risk associated with having loaner cars on the road while helping customers get where they need to go with ease.

Uber for Business



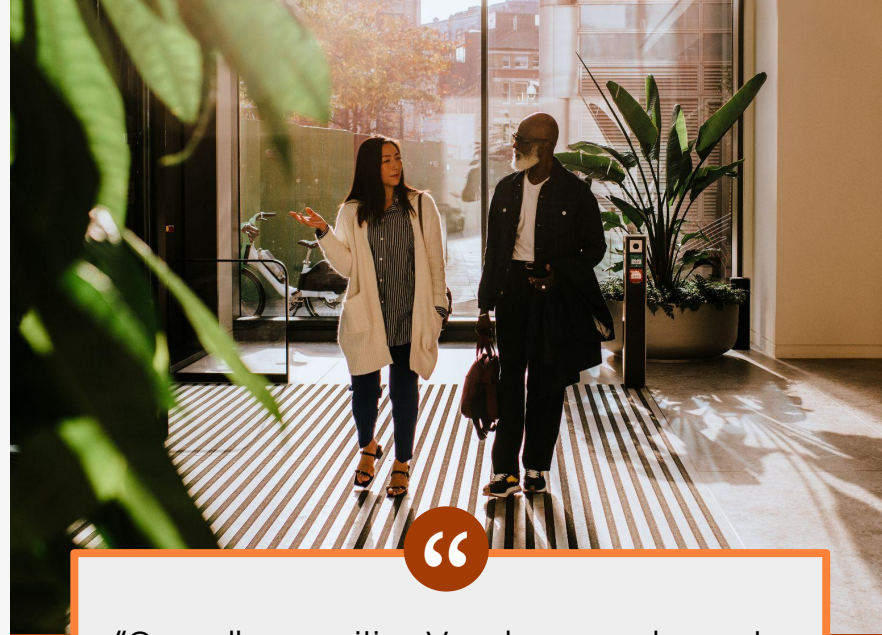
Uber for Business is convenient and helps limit the liability of a fleet as much as possible, allowing us to focus on our customers. We try to use Uber for everything.

James Crowe
Service Director
BMW of Ramsey

**Eats/Gift cards,
Voucher, WFH
stories**

westdrift Manhattan Beach uses Uber for Business to differentiate itself from other area hotels and provide an unmatched customer experience. Vouchers help the team surprise and delight large corporate groups, individual business travelers, local concertgoers, lifestyle influencers, and more.

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“Our sellers position Vouchers as a luxury to utilize for rides or eats. It’s a conversation starter ... in offering unique amenities that few hotels have at their fingertips.”

Dean Yamashita

Director of Sales and Marketing
westdrift Manhattan Beach

Canadian telecommunications company TELUS looks for new ways to incentivize its TELUS Rewards customers by partnering with well-known brands and adding compelling offerings to the portfolio. A collaboration with Uber offered a discount for one month for Rewards members to get a \$100 Uber gift card for \$85. It resulted in a 312% increase in net volume and 626% increase in incremental sales.

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We were looking at ways to bring more relevant things into our own program that were meaningful for the customers [and that would] drive some value additions for our base. Uber gift cards were a great way to bring that to life.

Asif Akhtar
Senior Marketing Manager
TELUS Rewards

When telehealth platform BetterHelp pivoted to a remote-first model, they wanted to continue providing robust benefits. With a meal program through Uber for Business, employees get a monthly stipend they can use to order meal delivery to wherever they work.

“ The ultimate objective is to have something that is headache-free for our employees, makes them more productive, and makes their lives better.

Sahar Naim
Director of Operations and People Experience
BetterHelp

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Black Girl Ventures provides capital and more to businesses founded by people who identify as a Black or Brown woman. As a small team working remotely across regions, they use Uber for Business as a one-stop shop for meals and transportation for employees, stakeholders, and equipment.

“ When we first started, we were just looking at Uber Eats or maybe a car. Now, [there’s] grocery and other delivery services. There are so many options we can [use] for our team all because of the central platform [that] allows us to manage what’s available.

Shelly Omiládé Bell
Founder of Black Girl Ventures

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Riskalyze wanted to engage employees and customers with a simple, cost effective, and versatile solution. Uber for Business helps Riskalyze reward employees with gift cards and provide them with benefits such as meal delivery for sales-training sessions.

“ You’ve got to offer people choice. Any tool that helps us fulfill the mission of giving customers and employees choice? We’re in.”

Dan Bolton
Managing Director of
Customer Marketing



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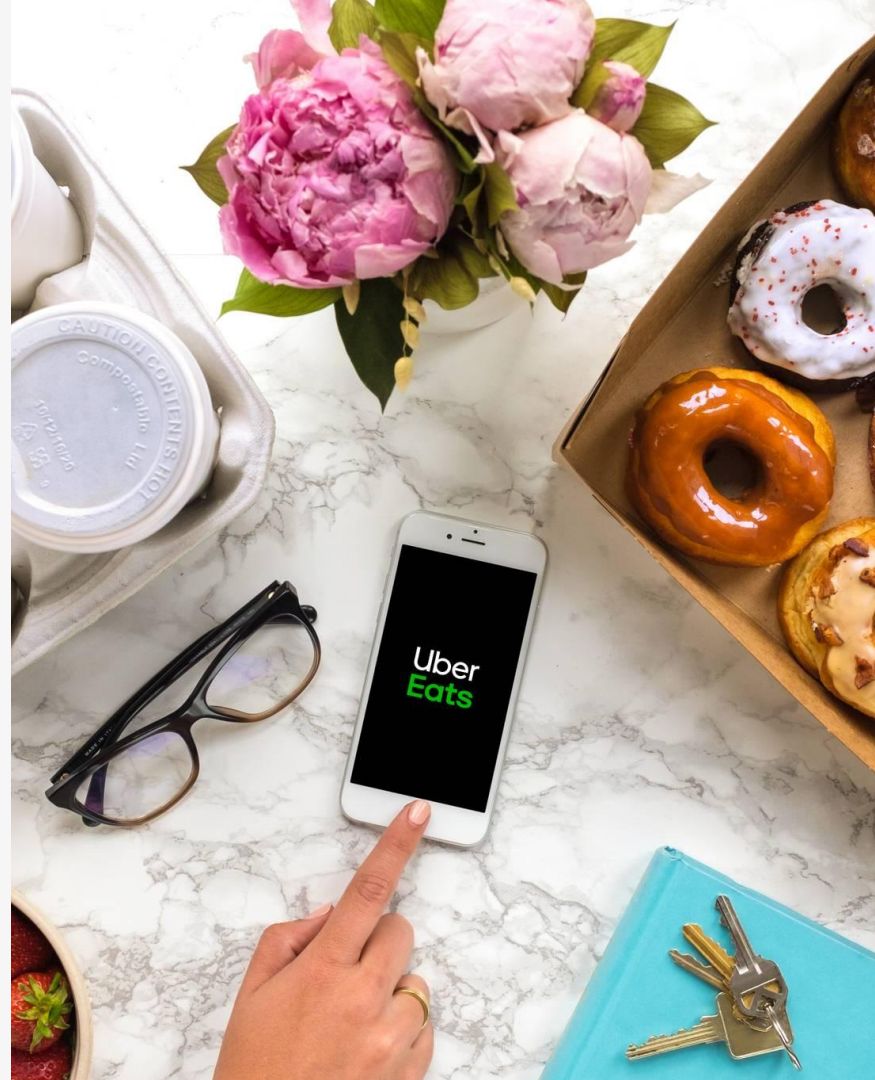
riskalyze

Brown & Brown consultants began offering Vouchers for Uber Eats to supplement remote client lunches. Clients felt an extra level of care, and the experience helped restore a sense of normalcy to both Brown & Brown consultants and their clients.

“ I've sent a voucher and said, 'Get a coffee and a cookie on me.' It keeps something normal that we already did [before] this crazy year we're having. [And] letting them choose their own lunch might be more effective than what I was doing before.

Carrie Lillie-Lugo
VP, Senior Employee Benefits Consultant

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Maroline Inc. brought the annual holiday party to their employees' homes with virtual activities and meals provided by Vouchers for Uber Eats. Uber for Business' reporting feature helped easily track who used the vouchers and how much was spent.

“ As the only person in HR, Uber for Business was administratively the best option and saved me from having to work with multiple vendors to have meals delivered given the multiple cities our employees are located. The voucher codes are so simple to use even for employees who had never used Uber before.

Crystal McNulty
Director, Talent Development

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Private Jets Inc. elevates its employee experience with Uber for Business

“ Pre-Uber, we were using a rental car or hoping the hotel had a shuttle. Now it's easy for the crew to use Uber to get where they need to go. As many pilots as we have, as much as we're overnighting, it just makes sense for them to ride with Uber.”

Candy Lovin
Director of Charter Operations

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Cute Booty Lounge saves between \$500 and \$800 a month in productivity costs alone thanks to Uber for Business delivery services. The team also maximizes their efficiency during fashion photoshoots with Uber's ride tracking feature.

“Uber is super-consistent across the board, so you always know what you’re going to get. Fashion is already stressful enough, so to be able to have tools to make your life easier—and to be able to see where the ride is—it’s great.”

Kelly Nishimoto
Owner

Uber
for Business

Since 2004
CUTEBOOTYLOUNGE[®]
made with love in los angeles by kellynishimoto



Horatio moves employees and clients around the world with Uber for Business

“ We can seamlessly create different programs that give our leaders the access and permissions they need to run their teams and support our clients. We'll do everything from ordering food to the office to calling a car for a client. All of those programs are important.”

Jared Karson
Co-Founder and CFO

Uber
for Business

horatio



Rizos Curls wanted a way to celebrate a new product launch without a physical event. Instead, they thanked customers with Vouchers for Uber Eats upon purchase. Customers loved the unexpected extra.

“ It was very user-friendly. I thought it was really cool [that] I could choose whether to use them for meals or rides, and how I could control the length of time. We used them to support the launch of one of our new products. It was really nice to have an extra incentive.”

Julissa Prado
Founder

Uber
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Rizos Curls



Ecommerce helpdesk platform Gorgias relied on in-person events as a way to acquire leads and drive revenue. When COVID-19 forced a pivot to virtual events and webinars, they used vouchers for Uber Eats to increase attendance and engagement.

“ It’s just an added way for us to add value or increase conversions when we’re trying to drive attendance for our webinars. It’s a very easy and scalable thing to do. Uber Eats is accessible in most countries and regions, so it’s something that’s very easy to utilize. And who doesn’t want a free lunch or dinner for attending a webinar? It just makes the offer to attend that much more attractive.”

Travis Cross
Partner Marketing Manager

Uber
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When the pandemic forced Shopify to eliminate in-person interviews, they provided Vouchers for Uber Eats to remote candidates. This perk showed care from afar while ensuring seamless budget control and expensing.

“ This was a chance for us to show the candidates that we were still thinking about them amidst all the things that were going on in this new reality. It was something we could do with the technology that we had around us and continued to create the candidate experience in a way that was meaningful.”

Calvin McKee
Shopify Facilitation Specialist

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To cultivate a strong team culture, Parachute Media offers employees a monthly stipend for Uber Eats and rides.

“ Pay and basic benefits aren’t the endgame—that’s just the beginning. You need to be actively listening to what employees want. One of our first added benefits was providing Uber credit, so people could safely get a ride for work or for fun.”

Ryan Carter
CEO and Founder

Uber
for Business



PARACHUTE MEDIA



SAP NS2 used Vouchers for Uber Eats to provide a unique perk to virtual conference attendees. Out of 1,200 distributions, 1,100 were redeemed and 900 meals were ordered.

“ It was as easy as putting in my info, setting the date, and hitting Submit. Uber for Business set me up nicely. They gave me the PDF how-to guide. They gave some copy to put in [the] virtual environment. I took their tools, repurposed [them] for my needs, and let it go. And it worked out great. Uber for Business really came through with the vouchers. It added something special.”

Angeleque Fultz
SAP NS2 Marketing Execution Senior Specialist

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As part of Ancestry's *Enjoy a Meal, Give a Meal* program, US employees received a \$75 Uber Eats gift card. The company also donated to hunger-focused nonprofits.

“ Our employees are at the heart of everything we do. When we realized we couldn't host holiday events last year, it was important to still recognize employees in a meaningful way. Working with Uber for Business made it a very light lift for us.”

Evan Wittenberg
Chief People Officer

Uber
for Business



Unilever needed a unique way to reward its employees during the pandemic and gave them each a [Voucher for Uber Eats](#). The company also used vouchers as virtual event incentives, gifts, and promotions for customers.

“ It was important for us to come up with something that employees would be excited about, and Vouchers for Uber Eats fit the bill. Our employees loved being able to choose exactly what they wanted while supporting local restaurants.”

Michele Aweeky
Internal Communications

Uber
for Business



When Samsara's sales kickoff went virtual, it provided lunch to employees using Vouchers for Uber Eats. This helped keep the event within budget, eliminate expense reports, and boost employee morale.

“ It's rare that a project comes in under budget. Uber for Business helped us lower the meal costs for our sales kickoff, while also supporting local restaurants. We really liked that the voucher costs were based on actual usage rather than projections.”

Angelina Elhassan
Director of Events and Field Marketing

Uber
for Business



samsara



Samsung Canada partnered with Uber for Business to increase Galaxy mobile device sales 20% by offering customers \$100 in Uber Eats credit.

“ Our partnership with Uber for Business was rewarding in many respects. Together we were able to support our local business community.”

Jennifer Safruk
Vice President, Mobile Sales & Product Management

Uber
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SAMSUNG



To support employees working remotely, Terminus began offering a \$100 monthly stipend for Uber Eats. Employees have enjoyed using the credit to support local restaurants while engaging with colleagues during team lunches.

“ Employees really love being able to order food and support their favorite local places [through Uber Eats]. They’re also excited to try new things, branch out, and have something to really look forward to.”

Jessica Pachman-Hults
Employee Engagement Manager

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 **terminus**

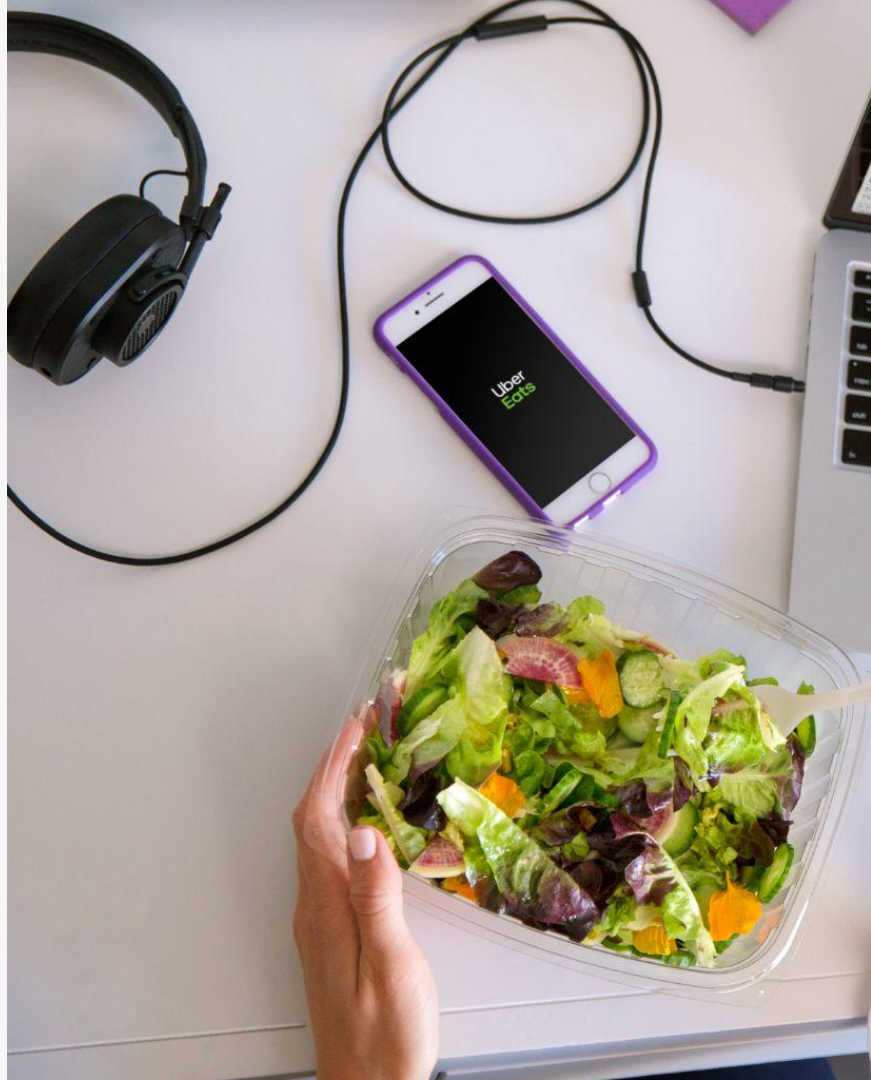


During this time of physical distancing, companies are looking for new ways to stay connected. To achieve this, the Warriors turned to Uber to offer a thoughtful touchpoint and experience for both season ticket members and corporate partners.

“ With the rapid evolution of COVID-19 resulting in an unprecedented NBA hiatus, we have been working to stay connected with our loyal members and partners. Sending Uber gift cards was the perfect solution, and we’re thrilled to see how well they’ve been received.”

Brandon Schneider
Chief Revenue Officer

Uber
for Business



1-800-GOT-JUNK franchise owner showed gratitude and support for remote and front line workers with gift cards redeemable for Uber Eats.

“ While our team is apart, I wanted a way to stay in touch and show my appreciation for their hard work. Everyone is familiar with Uber Eats, and the gift cards instantly convey a big thank you to them.”

Ashton Lubman
Franchise Partner

Uber
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1-800-GOT-JUNK?
THE WORLD'S LARGEST JUNK REMOVAL SERVICE



Talkable offers referral program software for eCommerce brands to acquire high-value clients at a low cost, increase retention and grow revenue.

“ In challenging times like these, having access to Uber Eats couldn't be more timely for Talkable. We're pleased to partner with Uber and help ensure employees have access to a hot meal, while simultaneously supporting local restaurants.”

Nataliia Fisunenko
Operations Coordinator

Uber
for Business

Talkable



GoodRx, a leading resource for healthcare savings, has been using Uber Eats to support their employees

“ At GoodRx we are consistently looking for ways to acknowledge our dedicated team. With the COVID-19 pandemic we wanted to continue to foster a strong, now remote, employee community while prioritizing our team and their families’ well being. Offering Uber Eats to our team is a great way to show our appreciation during this time, as well as to help support our local economy and restaurants.”

Reena Scoblionko
VP of People

Uber
for Business

GoodRx



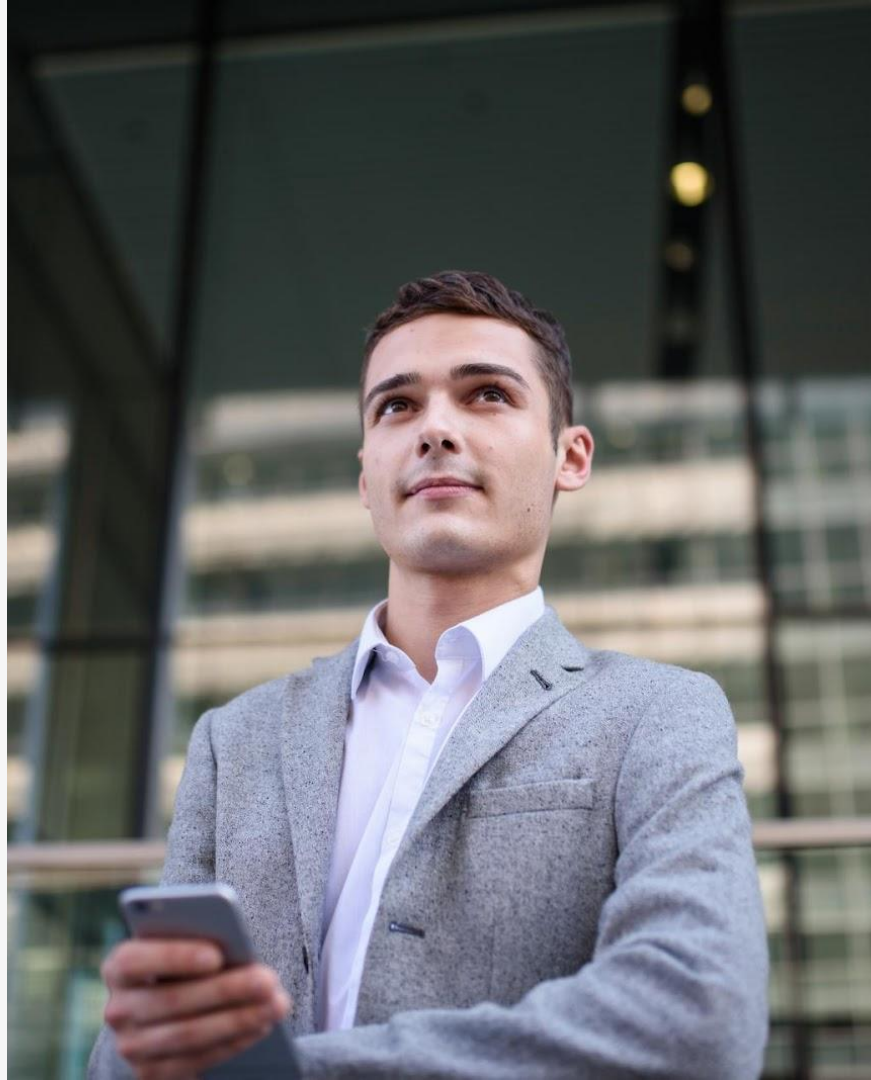
**Return to
work/commute
stories**

Renowned hedge fund Citadel has always prioritized strong internal culture and worker wellness. By tapping into Uber for Business, they were able to expand their suite of benefits through travel, commute, and meal-delivery offerings.

“ The health and well-being of our colleagues is a top priority. The benefits we provide, both in and out of the office, contribute to the strong culture of our firm as well as the satisfaction and productivity of our amazing team members.

Matt Jahansouz
Chief People Officer

Uber
for Business



Eataly is the largest Italian retail and dining experience in the world, with 40 locations across the globe including 7 in North America. The company teamed with Uber to introduce a commute program, while also working with Uber Eats for meal delivery for the restaurant part of its business.

“ The health and well-being of our employees is our highest priority. We wanted to provide our essential workers with convenient and safe commuting options as well as subsidize their costs. Uber for Business gave us the ability to provide a cost-efficient solution for our employees while also helping to practice social distancing.”

Dino Borri

Global Vice President of Brand Partnerships

Uber
for Business



The New York Stock Exchange (NYSE) Group is the premier global venue for capital raising. When the trading floor reopened in May, its essential workers had the option to commute to work with Uber.

“ The NYSE trading floor is the heart of our operation. When we reopened this spring, we wanted to give our staff the ability to get safely to work at a time when all the normal commuting options were not available. The Uber for Business program offered a great way for essential employees to travel into lower Manhattan each day.”

Stacey Cunningham

Global Vice President of Brand Partnerships

Uber
for Business



Keeping up with technology can be challenging. By building on top of Uber's Guest Rides API, Squire provides users access to multiple services from one home screen and connects people to transportation through a simpler process.

“ There is nothing more important for independence than being able to get from A to B.

Yair Cohn
Founder and CEO
Squire

Uber
for Business

Squire



**COVID-related/
essential worker
ride stories**

Maimonides Medical Center is the largest hospital in Brooklyn. It partners with Uber to get employees to work and between its facilities.

“ We’ve had to redeploy our medical staff to new roles at a variety of New York City-area locations. Uber allows us to provide seamless transportation to and from our many sites for our essential healthcare workers—ensuring one less worry for the people taking care of patients during this national crisis.”

Joseph Mazzella
Finance Director

Uber
for Business



Maimonides
Medical Center



Adventist HealthCare is a network of healthcare providers including hospitals, rehab, and mental health facilities that connects its team and patients with Uber

“ As our organization has navigated COVID-19, Uber has been vital to getting our caregivers from their home to work at our hospitals and other facilities, including home healthcare visits. It's been so helpful to have reliable and safe transportation to connect our team with patients during this difficult time.”

Carlos A. Vargas

Vice President, Human Resources & Technology



Uber
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 Adventist
HealthCare

PayActiv is a financial wellness platform that enables retail, restaurant, healthcare and senior care workers to book rides with Uber

“ During unprecedented upheaval in the workplace, we're making flexible and reliable transportation available to hourly workers, directly from the PayActiv app. Our customers can get to their vital jobs at hospitals, restaurants, grocery stores, warehouses, and senior care centers through our partnership with Uber.”

Sohail Aslam
CTO and Co-founder

Uber
for Business

payactiv



Appendix



Golden State Warriors

Customer Story Overview

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Customer Story

Staying connected with fans & partners

Uber
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Assets

[PDF](#)

Uber for Business | Customer Story

Industry: Professional sports, Live entertainment

Staying connected with fans & partners

During this time of physical distancing, companies are looking for new ways to stay connected. To achieve this, the Warriors turned to their partners at Uber to offer a thoughtful touchpoint and experience for both season ticket members and corporate partners.



Primary uses

- Uber gift cards sent as digital codes redeemable for \$50 off a meal delivered via Uber Eats through a personalized email sent directly by each account manager
- Uber provided metrics tracking to confirm offer receipt and redemption

Results

- Enhanced connection with season ticket members and partners
- Increased positive partnership sentiment
- Support of local restaurants

"With the rapid evolution of COVID-19 resulting in an unprecedented NBA hiatus, we have been working to stay connected with our loyal members and partners. Sending Uber gift cards was the perfect solution, and we're thrilled to see how well they've been received."

Brandon Schneider,
Chief Revenue Officer,
Golden State Warriors



For more information about
Uber for Business, please visit:
uber.com/business

Customer Story

Overview

Uber
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Customer Story

Outcomes

Enhanced connection with season ticket members and partners

Increased positive partnership sentiment

Supported local restaurants

Uber
for Business



“

With the rapid evolution of COVID-19 resulting in an unprecedented NBA hiatus, we have been working to stay connected with our loyal members and partners. Sending Uber gift cards was the perfect solution, and we're thrilled to see how well they've been received.”

Brandon Schneider,
Chief Revenue Officer

Golden State Warriors

