



ATTRACTING AND RETAINING TOP TALENT WITH MEANINGFUL PERKS

FUELING A WELL-ROUNDED BENEFITS PACKAGE IS
A WIN-WIN FOR EMPLOYEES AND EMPLOYERS

EMPLOYEES CONSIDER BENEFITS such as health insurance and 401(k) plans table stakes. Today, companies are turning to new and alternative perks to round-out and differentiate their benefits packages to attract top talent and keep them happy. However, much of what companies do to keep employees happy in the workplace is misguided, according to University of Manchester Professors Cary Cooper and Ivan Robertson.

Cooper and Robertson are authors of the book, *Wellbeing: Productivity and Happiness at Work*, and found that most employers create happiness gimmicks when it comes to perks. We're familiar with the Silicon Valley examples — ping pong tables, yoga, and limitless snacks. But this isn't just a Silicon Valley phenomenon.

A Society for Human Resource Management (SHRM) *2018 Employee Benefits* study found that organizations offering paid snacks and beverages rose by 12 percentage points over the last five years to 32%. While the perk is well-intended, it fails to hit the mark. HR leaders are left questioning the return on their investment and which perks drive employee happiness.



Cooper and Robertson found that what employees truly value is a workplace that provides them with greater balance in their lives. Incentives such as subsidized on-site fuel provide a highly-valued convenience and savings to employees with a high ROI for the organization.

Companies can leverage benefits such as subsidized on-site mobile fueling to maximize the satisfaction and productivity of their workforce while reinforcing desired behaviors, such as real-time, in-person collaboration. IBM, for example, saw a double-digital increase in Friday attendance by providing additional fuel discounts on that day.

“Why spend money on a perk that doesn’t surprise and delight your workforce and provide your company measurable results?” asked Deborah Kim, Chief Business Officer, Booster Fuels, an on-site fuel delivery provider. “The money can be better spent elsewhere on incentives employees are going to use and appreciate.”

HR professionals must carefully weigh the cost versus the return of offering unique perks. Employee incentives are a big investment, and companies need to ensure that they are getting value. It is also important that a company’s perks match the culture, solve a problem or provide a noticeable benefit. Incentives such as 20% off a retail purchase are nice, but not earthshaking for most workers.

According to the insurance firm Aflac, more than half (55%) of employees would be somewhat likely to accept a job with lower compensation but a more robust benefits package. In a tight labor market, benefits can make all the difference in attracting and retaining top talent.

This white paper will address the challenges of finding the right benefits of offering new, practical perks such as subsidized on-site mobile fueling, the value to both employee and employers, and best practices for rolling out an offering to today’s workforce.

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— DEBORAH KIM, CHIEF BUSINESS OFFICER, BOOSTER FUELS



CHALLENGES OF MANAGING INNOVATIVE INCENTIVES

Finding the right balance of benefits can be challenging for HR professionals. They have to be sure that the benefit drives value not only for employees, but for the company overall.

One of the critical challenges when considering any incentive is finding something that will be meaningful to a large percentage of employees. A key question to ask is how many people would benefit from/would be interested in a specific perk, as low adoption rates add to administrative costs.

When it comes to on-site mobile fueling, there are some additional challenges for HR professionals. One is the perception that providing the perk encourages more people to drive. The fact is that 77% of employees drive themselves to work, according to an August 2018 *Gallup Work & Education Poll*. On-site fueling can save 1.45 miles driven to the gas station and 1.43 pounds of CO₂ emissions per tank of gas delivered, according to Booster Fuels' statistics.

There is also a perception that dispensing fuel on site is a potential hazard. Juniper Networks, which offers on-site mobile fueling along with other on-site amenities such as dry cleaning and mobile car detailing, had their environmental health and safety team evaluate the safety and viability of on-site fueling. "After a demonstration, we came away feeling comfortable with the process," said David, Asplund, Global Manager of EHSS at Juniper Networks.

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BENEFITS TO EMPLOYERS

With a unique perk like on-site fueling, employees don't have to spend time stopping at the gas station on their way to and from work, giving workers one less thing to stress about. "On-site fueling takes care of a chore that no one enjoys," said Joe Okpaku, Chief Policy Officer, Booster Fuels.

A number of companies offer benefits to workers for taking public transportation or provide charging stations for electric cars. While carpooling is an option for some, people don't necessarily want to ride to work with a stranger or be constrained by someone else's schedule. Organizations are looking for incentives for those who drive to work — which remains the majority of employees.

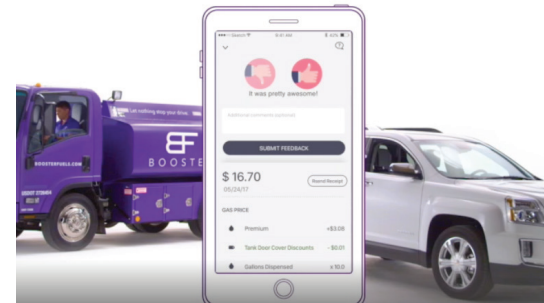
"IBM was offering subsidies for mass transit, and we recently added electric car charging, but before offering on-site fueling, we really had a gap with respect to the benefits we were offering people who drive regular vehicles," said Chris Akey, Program Director, IBM.

The ability to gas up at work can also be used to drive employee behavior. If, for example, you want to encourage more people to carpool or park in a specific parking lot, you can offer additional discounts or offer premium parking to those who take advantage of on-site fueling. "Office attendance is important to many big employers like IBM as they want to increase in-office collaboration," said Booster Fuels' Kim.

Another benefit of on-site fueling is that it supports the company's sustainability initiatives. The fact is that the majority of people drive to work, causing congestion and CO₂ emissions for every mile they drive. If they're spending less time driving to the gas station and waiting in line, it becomes less taxing on the environment.

"The reduction of traffic and carbon emissions resonate with policy makers as a way a company can round out their green initiative," said Okpaku.

When compared to traditional gas stations, mobile on-demand fueling reduces emissions of volatile organic compounds (VOCs) — the compounds that create haze, smog and brown clouds — by 26% for every 1,000 gallons of gas dispensed. This is according to a report from independent research firm Ashworth Leininger Group.



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BENEFITS TO EMPLOYEES

A Gallup survey noted that the average round-trip commute time is 53 minutes and 38% of employees spend more than an hour commuting daily. Nearly one-quarter (21%) find the commute “very” or “somewhat” stressful.

On-site mobile fueling saves employees an average of 15 minutes, five cents a gallon fuel, and \$1.06 vehicle wear and tear. Employees can order fill ups from the app when needed. They don’t need to leave their desk and they don’t have to stop for gas at lunch or on their way home from work. “The Booster amenity has changed my life and I no longer worry about stopping to get gas,” said one user at Juniper Networks.

Subsidized on-site mobile fuel provides convenience and savings. It gives employees the ability to do more with their time and the balance they crave in life.

While on-site mobile fueling is a perk that nearly every employee can take advantage of, it offers support to working moms and differently abled employees who may have challenges at traditional gas stations. “We pride ourselves on diversity and are happy we can remove one more nuisance for our differently abled employees,” IBM’s Akey said.

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Employees save time, but they also gain an additional layer of safety. By utilizing on-site mobile fueling perks, they don't run the risk of falling victim to credit card skimming at the gas station. The U.S. Secret Service finds 20 to 30 skimming devices attached to gas pumps weekly, with each one holding details of about 80 cards.

Some on-site mobile fuelers such as Booster provide services like tire safety and pressure checks. This is incredibly helpful for preventing accidents. More than 650 fatalities and 33,000 injuries are caused annually due to low tire inflation. The Rubber Manufacturers Association reports that 80% of drivers don't know how to properly check their tire pressure. Service professionals act as a second pair of eyes on vehicles they fuel, providing added value beyond the gas they deliver.

Finally, there is the hassle of simply finding a place to get fuel. There are 168,000 retail locations in the U.S. that sell gas to the public. According to government statistics, the number of gas stations has been declining over the past ten years due, in part, to increased competition, stricter environmental regulations, and shrinking gasoline profit margins.



CONCLUSION

It can be tough to find an employee perk that appeals to a majority of employees that is truly something that will make their lives more balanced. Snacks and ping pong tables are fun, but today's workforce craves genuine ways to save time, money and hassles.

On-site mobile fueling offers something for nearly every employee. Subsidized fuel that can be ordered directly from an app at their desk can reduce the stress of their daily lives while saving money.

Employers get more productive employees who appreciate an incentive that eliminates a task from their daily routine, while saving money and supporting a more sustainable planet.

ABOUT **THE SPONSOR**

Booster is a gas station on wheels. They bring high-quality fuel directly to employee vehicles while they work. Rated one of the top Bay Area perks, Booster rounds out transportation benefits and complements any company's green initiative by significantly helping reduce road congestion, smog, and CO₂ emissions. Booster was named Business Intelligence Group's Sustainability Service of the Year.

The company is the #1 same-day mobile fuel delivery service in the U.S. and services most Fortune 500 companies in their markets. They have reimaged the gas station experience for an on-demand world. At the push of a button, Booster brings fuel directly to vehicles, and prevents 1.4lbs of carbon with each boost delivered.

