

The ROI of DoorDash

for Business

A Workplace Benefit That Gives Back to
Your Employees — And Your Bottom Line



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Our solutions are tailored to your objectives

INTRODUCTION

How do benefits packages demonstrate ROI?

In an ever-competitive corporate landscape, benefits packages are the bread and butter driving your employee experience and job satisfaction, company culture, and the talent you can secure. With remote work on the rise, benefits are increasingly important in helping employees feel valued, supported, and connected to their workplace.

But aside from serving your employees, benefits can play an important role in your business's growth. Great benefits have the potential to impact employee productivity, efficiency, motivation, and focus. All of these factors position your company to help more customers, complete more tasks, close more sales, and become more competitive in the marketplace. Some of the benefits options companies are offering include:

Food delivery

Discounts & rewards

Wellness stipends

Vacation days

Gym memberships



Delivery is Leading the Charge

As more information comes out about the impacts of stress, unhealthy eating, and the struggle to maintain work-life balance—especially when working from home, companies are seeing the “rising tide lifts all boats” across-the-board impact delivery can have on their employees day-to-day lives.



[DoorDash for Business](#) is a comprehensive suite of food offerings powered by DoorDash’s industry-leading platform—revolutionizing workplace benefits for employees and employers alike. With a variety of value and subscription-based products like DashPass and Expensed Meals, along with standalone products such as Gift Cards and Group Orders, DoorDash for Business enables businesses to invest in their workforce and in turn, their bottom line.



What does that look like? A program like DashPass for Employees enables employees to order food with reduced service fees and \$0 delivery fees instead of wasting time on meal prep. The nourishment they gain provides focus and boosts happiness—and therefore productivity—during the workday.

A recent study from the University of Warwick¹ found that **happy employees are 12% more productive than their unhappy counterparts**. This means that for 8-hour workday employees, the simple, mood-boosting act of ordering ready-to-eat food can save employees:



58

minutes per day

1,152

minutes per month

230+

hours per year

Food is a high-ROI benefit that gives back to all parties—in a recent DoorDash for Business survey.

56%

of employees also felt that food benefits would increase their productivity².

Programs like DashPass for Employees keep employees well-fed, happy, and prepared to work hard.

In an era of remote meetings, ever-waning lunch hours, and shortened attention spans, food benefits put time back into employee schedules—making it easier for staff to add value throughout the day.

PART I

What is the ROI of your current benefits package?

Before adding in new offerings like food delivery, it's important to understand how your current benefits package stacks up—and whether you're getting a return on your investment. When you evaluate your benefits, consider the following:

How desirable is the benefit?

What impact does it have on employees?

What impact does it have on your business?

If your business is remote: How applicable is the benefit to remote workers?



Employee Discounts & Rewards

Discounts and rewards can be a nice addition to your benefits package, but they often only impact employees outside of work (and may even be underutilized). Studies have found that people are less motivated by material spending, but often eager to spring for services that make their lives more convenient³, such as food delivery.



Wellness Stipend

A wellness stipend may encompass a gym or health club membership, but it can also go beyond that. Think: access to mental health programming, at-home equipment, or even food benefits. Eating healthy is a key component of wellness and productivity.



Vacation

Travel helps employees recharge—when they actually use their vacation days. COVID-19-related travel complications aside, over 50% of employees end up with unused vacation days each year⁴, often because they're too stressed to take time off. Benefits that reduce everyday stress can have a greater impact on productivity than those that offer only a short-term stress-busting effect.

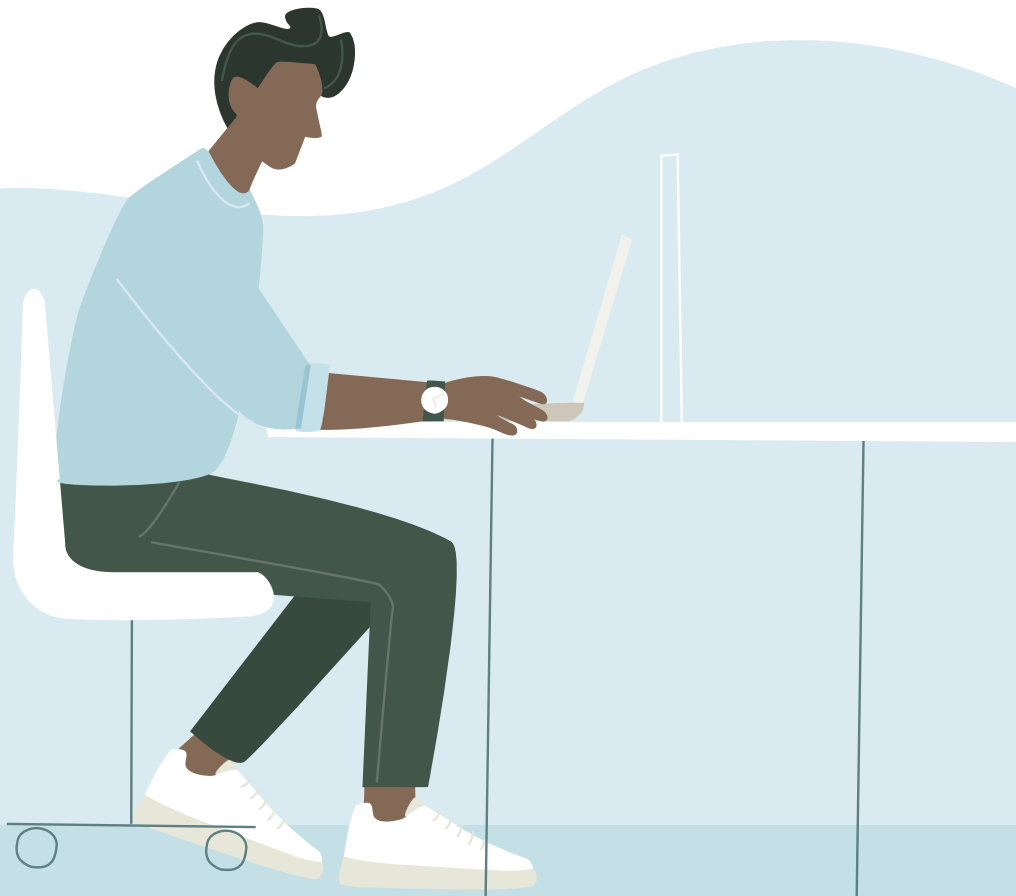
70%

of employees are working from home because of the growing coronavirus pandemic

Many businesses are adopting long-term work-from-home policies. Companies like Twitter⁵ and REI⁶ have already committed to remaining fully remote. Whether partially or full-time, if some of your employees work from home, your budget could be wasted on benefits that don't cater to remote needs.

In fact, 25% of companies still offer commuter benefits and/or gym benefits. But with 75% of businesses working either fully remotely or allowing employees to split time between home and the office, these programs neither support your employees nor make it easier for them to focus on their work⁷.

Delivery Benefits impact your employees' health, happiness, and productivity everyday—whether working from home or the office, and generate the most ROI for your business.



PART II

Calculating the ROI of Food Delivery

Workplace food benefits are increasingly desirable and relevant for employers and employees alike. Look at it this way: preparing a meal takes time. In fact, 49% of remote employees surveyed by DoorDash for Business have made a mistake at work—like missing a deadline or call—due to time spent preparing food⁸.

A food delivery subscription like [DashPass for Employees](#) pays for itself by removing meal-related stress from employees' plates. Here's exactly how much it can increase productivity and drive efficiency.

Food Delivery's Impact on ROI

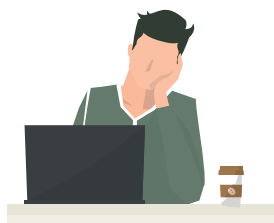
Many HR benefits don't really help increase productivity, while food delivery can have a daily impact on productivity and increase your ROI:

The How

Food delivery transforms your employee's productivity every day

Without Food Delivery

Wake up groggy, drink coffee in the morning and skip breakfast to get right to work



Morning

With Food Delivery

Drink coffee in the morning and eat some left overs or order breakfast



The science:
Skipping breakfast reduces short term memory and cognitive performance, decreasing productivity^{1,2}

Making lunch is stressful: Rush to eat a meal because 19 minutes, (about a third of their lunch break) is spent on meal prep and dishes



Lunch



With the ease of food delivery, employees can take a restful lunch break, recharge, and eat healthier

The science:
9 out of 10 employees feel refreshed and ready to get back to work after taking a lunch break³

Without Food Delivery

With unhealthy food, their blood sugar crashes, making them exhausted during the afternoon, so they have another coffee to compensate⁴

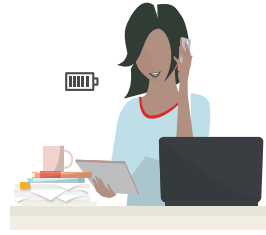


Afternoon



With Food Delivery

Recharged from a low-stress, healthy lunch



The science:

Unhealthy eaters are 66% more likely to experience lower productivity⁶

Tired from their afternoon energy crash, employees look for a convenient meal option, oftentimes an unhealthy one



Evening



Without having to stress about meal prep, employees can spend their evening with their family and recharging, waking up refreshed for the next day

The science:

Poor sleep quality could result in a \$1,967 loss in productivity per employee every year⁷ which costs American companies around \$136.4 billion dollars annually⁸

The Math

How Does DashPass Increase Productivity?

Whether ordering food, groceries, or convenience store items, with a DashPass subscription, your employees receive free delivery and reduced service fees on all their orders.

DashPass for Employees

Value created per employee per month

8 hours

Working hours per employee per day

+12%

Increased productivity per employee per day⁹

+58 min

Additional time per employee per day

Adding time saved and happiness productivity, that's the equivalent of over **6.25 weeks of working full-time** added productivity per employee per year

...And some companies have already experienced the boost in productivity:



+1,152 minutes per employee per month

This means an additional **230+ hours** of productivity per year.

Adding time saved and happiness productivity, that's the equivalent of over **6.25 weeks of working full-time** added productivity per employee per year

...And some companies have already experienced the boost in productivity:

DashPass Pays For Itself

Here's the ROI of a Major Financial Services Client

61% of eligible employees activated their DashPass subscription



On average, they ordered delivery using DashPass **2.3 times per week**



They gained +115 minutes per employee per month

Result: **19x return** on their DashPass subscription

Choose an employee benefit that has a **direct impact on your business growth**

Employees already understand the huge impact food benefits can have on their lives.

In fact, **85% of employees** said regular food delivery would increase their job satisfaction¹⁰

Increase the impact of your benefits package today by speaking with one of our sales specialists.

With this ROI, DashPass pays for itself.

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PART III

What are the other benefits of food delivery?

A workplace food program can generate ROI in myriad ways. Food delivery is...

Productivity-Powering

DashPass for Employees Value Created per Employee per Month	
Time spent on preparing meals per day	38 minutes
Time spent per meal	13 minutes
Meals using DashPass per month	8 meals
Gained productivity per period	101 minutes

If an employee orders using DashPass for Employees just twice a week, they gain 20 hours a month—or 240 hours of productivity per year. Scaled across a team of 50 employees, that’s over 12,000 hours a year channeled back into your business. And not only is productivity increased, food delivery also helps with:



Stress-Busting

57% of employees are too busy to take a full hour-long lunch break. The stress of juggling meetings, deadlines, and staying accountable weighs heavily on employees—but with food delivery benefits, staff can finally rest and reset during the workday.



Health-Promoting

While you can’t force your employees to be healthy, providing on-demand nourishment is a great step. Historically, employers have lost upwards of \$36.4 billion per year due to employee sick days related to chronic conditions⁸. Food is an essential part of wellbeing and preventive health, helping employees stay well for the long term.



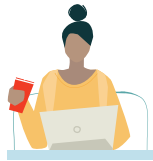
Employer Brand-Enhancing

These days, the job market is saturated, and your company needs to present competitive benefits to win over key talent. Food benefits can contribute to your employer brand, enhance your company culture, and help you stand out to top candidates.



Satisfaction-Inducing

Low job satisfaction is linked to employee turnover, and it's far more economical to retain employees than to replace them¹⁰. In fact, 85% of employees feel that regular food delivery would increase their overall job satisfaction¹¹, making it an investment in your employees' longevity and engagement.



Work-Life Balancing

Work-life balance is increasingly difficult to achieve in today's busy world—especially for remote employees and parents. 53% of parents have made an error at work because they had to prepare food for their family¹². With fresh meals, milk, diapers, and health items delivered to their doorstep, parents and remote employees can focus on other tasks and minimize errors at work.



Money-Saving

Office meals out—or catered in—have long been a way to build workplace camaraderie, but they're also costly. With DashPass, everyone's expensed orders cost less money. It saves your staff money, too: by paying for 6 months of DashPass, employees will also save way more than you're spending.

“DoorDash’s new platform that allows employers and employees to pay a share of the cost is amazing. It has simplified my work considerably. Our account manager is amazing and responds instantly whenever there is an issue. The monthly invoices are very convenient. The choice of restaurants is extensive and can be catered to your company’s likes and dislikes. I highly recommend them!”

— Portal Instruments

PART IV

How can DoorDash for Business Help?

DoorDash for Business offers companies dynamic food benefits that employees love. With several products to choose from, there are ways to customize DoorDash for Business for every workplace, ensuring it keeps giving back to your bottom line.

DashPass for Employees

A subscription to DashPass for Employees saves employees on average \$4-\$5 per delivery at the largest variety of restaurants in their area, both on and off the clock.

“With the pandemic and with everyone working from home, we no longer had catered company meals for the team. But we knew that while we could no longer eat together, having lunch or dinner readily available was still a point of stress for many of our team. Getting DashPass for Employees was a no brainer to help take care of our team at Q Bio and for everyone to have one less thing to worry about. It’s been one of the most beloved benefits we hear about in this new normal.”

– Q Bio

Expensed Meals

Arrange a predetermined budget for expensed meals on DoorDash—and let employees order what they want, when they want it.

“Due to COVID-19, our office has closed and we haven’t been ordering large team dinners like we used to. However, we are still celebrating team members’ birthdays by sending them a fun dessert that they can enjoy through DoorDash for Business.”

– Zoom

Group Orders

Gone are the days of having to ping each person to ask what they want. With Group Orders, everyone adds their individual DoorDash order into a shared basket, which can then be expensed altogether to a corporate card, simplifying the logistics of bringing your team together for a meal.

“We are too small to make it practical for catering, and too large to manage everyone’s order manually. DoorDash for Business Group Orders answered the question of “Where should we order today?” by providing daily menu selections for local restaurants approved for business orders. DoorDash went from being a company we use to provide lunches to being a business partner that helps us provide a great perk to our employees.”

– Prophecy Games

Gift Cards

DoorDash for Business Gift Cards can be loaded for any amount and never expire—making them the perfect choice for birthdays, anniversaries, celebrations, or acknowledgement.

“We use Doordash for all of our virtual meetings, and our employees and members love it! The team there has been great to work with and has provided us with top notch support and service.”

– TechGC

DoorDash for Business solutions aren’t just creative benefits. They can boost the value of your employees and help your team build more revenue over time—generating a maximum return on your investment.

Ready to get started?

Sign Up for DoorDash for Business Today

Sources

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- ¹¹ DoorDash for Business Research, 2020 <https://work.doordash.com/the-lunch-break/company-perks-food-rewards>
- ¹² DoorDash for Business Research, 2020 <https://work.doordash.com/the-lunch-break/company-perks-food-rewards>