

Uber for Business

Beyond snacks and foosball: more meaningful perks and benefits for in-office employees



Remote work may have grown popular in recent years, but many businesses still need an in-person workforce. A [survey from the ASA \(American Staffing Association\)](#) found that half of US employees work entirely in person. But with 32% of survey respondents saying they'd prefer to be fully remote, businesses are under pressure to make in-office roles more attractive.

Beyond offering a competitive salary, providing great perks and benefits is one of the best ways to attract and retain top talent. In a 2024 [MetLife study](#), 59% of employees said the benefits package was an important reason they chose to work for their company.

Getting good employees in the door is just the first step, though; keeping them is just as important. And benefits matter there, too—66% of respondents in MetLife's 2024 study said their benefits help them worry less about unexpected health or financial issues. Employees dealing with less stress are more likely to stick around.

And that pays off for organizations. MetLife found that companies with holistically healthy employees project annual revenue growth 11% higher than that of similar businesses without, and those with the highest well-being scores see a 20-point increase in stock performance compared to the S&P 500.

In short, investing in perks and benefits that matter to employees isn't only good for them—it benefits companies as well.



Perks and benefits: understanding the difference

Perks and benefits are 2 important parts of the employee experience, but there's an important distinction between the categories. Perks are nice-to-have extras that can enhance an employee's work experience. Benefits cover employees' basic needs and are usually considered an essential part of any job offer.

Essential benefits to include in employment packages

Benefits are generally treated as part of the compensation package offered to new hires. Many employees give salary and benefits a similar weight when deciding whether to accept an offer. There are a couple types of benefits workers tend to see as essential:

Health insurance coverage

If you want to be competitive in the hiring space, health insurance benefits are table stakes. To be even more attractive to employees, consider what you can offer beyond the basics, such as:

- Plan options (rather than a standard plan for everyone)
- Dental insurance
- Vision insurance
- Health savings accounts (HSA)
- Health reimbursement arrangements (HRA)
- Flexible spending accounts (FSA)

These extras can meet more of your employees' needs while helping them maximize their healthcare dollars.





Paid time off (PTO)

[Some states](#) require employers to offer a certain amount of PTO. But even if it's not required, it's a valuable practice. Otherwise, you'll have a hard time competing with the majority of employers that do offer paid vacation, holiday, and sick leave.

Offering some PTO should be an obvious choice—but if you really want to impress workers, you might also want to offer:

- Parental leave (for parents of any gender)
- Caregiving leave (such as for elder care and pet care)
- Bereavement leave

Some companies even offer unlimited PTO, which is a powerful way to show employees you trust them to control their time and still get their work done. And according to [SHRM](#), only 7% of companies offer this benefit—so it's a good way to differentiate your business.

How to determine the best perks to offer your team

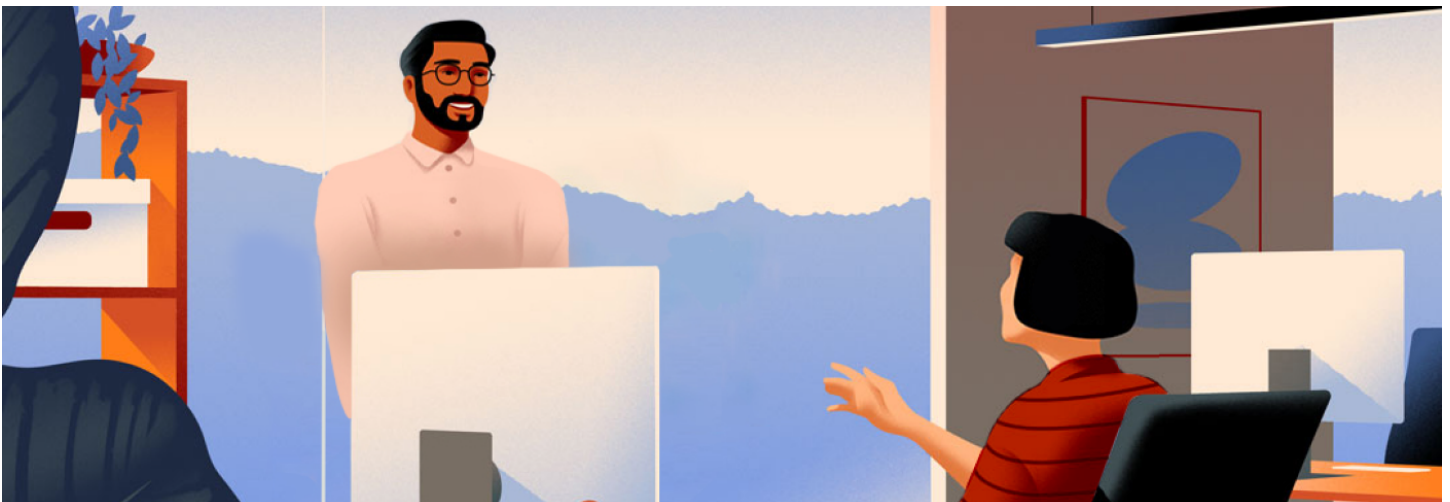
Providing essential benefits is an obvious choice, but determining which perks are worth the budget can be trickier. An effective perks program isn't all about how much you spend. It's more important to match your offerings to your employees' needs and preferences. "The era of ping pong tables and free snacks is over," explains Amy Spurling, CEO and Founder of [Compt](#). "[Our data](#) shows employees want benefits that make their lives better, not just make the office fun."

Get employee input

To choose the best perks for your team, involve your employees in the process.

"The biggest mistake I see companies making is trying to guess what their employees want," says Spurling. A top-down perks program based on assumptions runs the risk of getting it wrong (at great cost). Spurling has seen this in action: "At one of my previous companies, we spent a fortune on a corporate gym at HQ that barely anyone used."

Ask your team outright what perks they'd most like to see. Whether you use surveys, set up one-on-one meetings, or ask for suggestions in the company chat, the important part is listening to your employees. Most will be happy to share their input if it means getting perks that align with their preferences.





↪ Give employees choices

MetLife's research found that 79% of people want benefits tailored to their life stages, their positions, and their personal circumstances. And 75% want support in choosing the best benefits based on their mental, physical, and financial needs. In other words, a one-size-fits-all approach is bound to disappoint someone.

You're more likely to satisfy everyone if you provide a range of options that employees can choose from. "When you get this right, you're not just offering perks—you're showing your team you trust them to make good decisions about what they need to thrive," Spurling explains.

🗨️ Communicate and listen

Employees have to understand what benefits are available and how to access them before they can appreciate them. In MetLife's research, 62% of employees said they're not confident they know about their available benefits and perks, and 50% said they'd feel more cared for if their employer improved communication. If you're investing in perks and benefits that no one knows about, you're wasting money.

For any perks or benefits that require an employee to take action (sign up for a platform or apply for a stipend, for example), provide clear step-by-step instructions in multiple formats—these could include detailed emails, instructional pages on the company portal, video tutorials, or even in-person educational sessions with HR.

Offer valuable perks to sweeten the deal

There's a wide variety of perks you can offer to in-office employees. Below, we've compiled a list of several that tend to be well-appreciated.

↩️ Flexible schedules

Your employees all have lives and duties outside of work. On a typical day, one may have a dentist appointment while another needs to take their dog to the vet and yet another needs to get to their kid's recital. Trying to fit these types of responsibilities in before and after a typical 9-to-5 day isn't always possible.

SHRM's data shows that 70% of employers consider flexible work policies to be important. In addition to helping employees manage their life responsibilities, flexible schedules can also help them find time for family, hobbies, and other priorities—which is crucial for maintaining work-life balance and avoiding burnout.

Plus, flexible schedules can help employees avoid the worst times of day for commuting, especially in urban areas. Even if they get to work an hour later, employees may show up with more energy if they've spent less of their day sitting in traffic.



In-office food options

People who worked from home during the pandemic got used to having convenient snacks and beverages around, not to mention a fully stocked home kitchen for meals during the workday. You can help make up for that loss and keep your workforce energized by offering tasty snacks, meals, and beverages in the office.

This is a somewhat common in-office perk. According to SHRM, 50% of businesses offer snacks and beverages, and 78% offer free coffee. You can go a step further by offering catered meals or covering the cost (either fully or partially) of letting employees order their own meals.

Making it easy for employees to get the sustenance they need without having to leave the office helps improve productivity while showing them that you care for their well-being.

Comfortable office setup

If employees spend 40 hours or more in the office each week, it makes sense to ensure that the space is comfortable and designed to meet their needs. This could include investing in ergonomic seats, and it could mean setting up dedicated spaces for collaboration and focused quiet time.

When thinking about how to make the new [Folks](#) office space appealing to his team, CEO Jimmy Plante made sure it offered something the typical work-from-home setup couldn't. This meant meeting diverse employee needs by creating “dedicated spaces for creativity, brainstorming, and team-building activities,” as well as “bubble offices for employees who need silence and focus during their work day.” They also equipped some of the work spaces with under-desk treadmills so employees had an easy way to stay physically active throughout the day.

Whatever you decide to offer, consider setting up your offices so they're comfortable and built to support employees in doing their best work.



Pleasing everyone with the same catering and snack options is a tall order—luckily, [Uber for Business](#) offers an easy way to give employees choice. By providing meal vouchers or stipends, you can let them decide what they want to order from the many restaurant options on Uber Eats.



Commute programs

For many employees, the worst part of working in an office is the commute. A 2024 [Owl Labs report](#) found that 85% of in-office workers commute up to 45 minutes each way. That takes a toll on both their work and personal lives. When asked how they'd spend that time if they could get it back, 77% said they'd spend it with their families and 74% said they'd be more productive at work.

Making matters worse, commutes come with a cost for most employees, whether in the form of public transportation fees, gas, or rideshare fares. Of the workers interviewed by Owl Labs, 26% said they'd be more willing to return to the office if they got reimbursed for the commute.

You may not have the power to get rid of traffic, but you can offer perks that make the trip to and from work a little easier on your team. That could mean offering a transportation stipend to ease the cost of commuting, or it could mean covering the cost of public transportation (either fully or partially) so employees have an affordable alternative to driving.

Want to provide an even more comfortable option? Subsidizing rideshare trips with [Uber for Business](#) takes much of the work (and cost) of commuting off employees' shoulders. Instead of focusing on the road, they can choose to rest, check emails, or play a game on their phone—while someone else does the driving.

Community-building activities

One benefit of in-office work is that it offers employees more opportunities to connect with their colleagues. You can build on that benefit by offering perks designed to nurture community.

Interactive team activities and social events are some of the most popular perks at [Custom Neon](#), according to Jess Munday, Co-founder and Head of HR. “We’ve introduced activities like in-house pizza making, yoga sessions, sound baths, and build-your-own-LED-neon-sign workshops,” she says.

Community-building activities allow employees to spend a few hours of their typical workday in a more enjoyable way while also building camaraderie that can improve their work relationships. And employees tend to like them. “The feedback has been overwhelmingly positive, especially when it comes to experiences that foster connection and growth,” says Munday.

Whether you offer a group challenge like an escape room or a more relaxed get-together like a catered picnic at a nearby park, make sure to offer activities that match your employees’ interests.





♥ Caregiving benefits

Many of your employees have an unpaid second job: caregiving. Whether they have kids, aging parents, a disabled loved one they help care for, or pets at home, there's a good chance a lot of their time and energy outside the office goes to taking care of someone they love. PTO and flexible schedules can go a long way toward helping support your employees in this area, but offering other types of caregiving perks can be a good way to differentiate your business.

MetLife found that only 2% of businesses offer subsidized child-care benefit offerings, and only 6% let parents bring children younger than a year to the office. While only 1% of businesses in MetLife's study offer elder care subsidies, 22% offer pet health insurance.

In general, there's room for improvement when it comes to offering perks that make it easier for employees to balance their caregiving responsibilities with work. Helping employees make sure their loved ones are taken care of can reduce the amount of stress they deal with outside of work while also improving employee satisfaction and loyalty.

🏠 Retirement options

People want to know that their years of hard work will earn them a comfortable break later in life. If you have the budget for it, providing retirement benefits like 401(k) matching is a good way to show employees you care about their long-term well-being.

[SHRM's survey](#) found that 94% of organizations offer a retirement savings option, with 401(k) contribution plans being the most common. Knowing that the work they do for you today helps them prepare for a better future can be a strong incentive for employees to bring their best selves to work each day.



Caring for employees is good for them— and good for business

You have your reasons for wanting employees in the office. Along with a solid benefits package, attractive perks can give them clear reasons to want to be there, too.

With [Uber for Business](#), you can easily offer perks that provide real value to employees. Whether you're helping them access comfortable rides that simplify their commute or giving them meal-delivery options that let them order from their favorite restaurants, Uber for Business can help show how much you care.

**Learn more about how Uber for Business can help you
engage and support your teams →**