

Discovery Commerce Platform Birchbox Offers Employee Perks Through AnyPerk and Sees 86% Engagement

MADE IN COLLABORATION WITH

BIRCHBOX

“The perks on AnyPerk cater so well to our workforce, which is largely represented by educated, tech-savvy millennials. And, AnyPerk does everything for us so we don’t have to.”

Leah Colman,
People Operations & Performance at Birchbox

HIGHLIGHTS

Problem: Birchbox needed a perks solution available in New York that their employees found meaningful.

Solution: Through AnyPerk, Birchbox gave their employees exclusive discounts on local and national brand services and products they could use every day.

Results: Birchbox has seen 86% employee engagement on AnyPerk’s platform. Their team saved over \$200K overall in a 12 month period.

Company Info:

Birchbox is a discovery commerce platform for discovering, learning, and shopping for beauty and grooming products in the market.

Industry: Internet

Employees: 249 employees in New York

Availability: Canada, France, Spain, United

Kingdom, United States

Website: www.birchbox.com

PROBLEM

Birchbox, a fast-growing discovery commerce startup based in Manhattan, wanted to implement a perks platform that their employees would engage with daily.

They wanted the perks to be meaningful. Birchbox competes with many thriving companies in New York for talent, where employees are exposed to long work hours and are heavily dependent on technology. With this in mind, they wanted a perks solution that catered to a diverse, tech-savvy, professional employee base. Birchbox also wanted a clear way to measure engagement.

Birchbox previously offered corporate perks through TriNet. However, due to a lack of local perk offerings - which are considered key drivers of engagement in large cities like New York City - Birchbox saw low employee engagement. So they decided to search for a better solution for their company.

SOLUTION

By purchasing AnyPerk, Birchbox immediately provided its employees access to over 850 different employee perks. Birchbox employees get access to discounts on local services and products as well as on national brands that are accessible when traveling outside of New York.

AnyPerk’s perks do not expire and can come in the form of recurring discounts such as on gym memberships, food delivery services, and online courses. For Birchbox employees, redeeming perks for ridesharing, movie tickets, rental cars, and flower delivery services is so easy that they have seen 86% employee engagement on AnyPerk’s platform. Meanwhile, there is very little time commitment necessary on the part of Birchbox’s People Operations Manager.

With the help of AnyPerk, Birchbox has built a strong employer brand catered to a diverse workforce, all while leaving out the labor costs associated with building a perks program in-house.

RESULTS

- Birchbox sees 86% employee engagement on AnyPerk’s platform.
- Birchbox employees individually save an average of \$854 every year using AnyPerk.
- The Birchbox team saved over \$200,000 as a whole in a 12 month period.

Request a demo at www.anyperk.com/demo