



A Case Study:

How One National
Restaurant Chain Redefined
Employee Benefits



Project Overview

At this National Restaurant Company, the leadership team is committed to creating an inclusive culture, increasing diverse representation, and placing a high value on employee retention. The company understands that happy employees lead to greater engagement, which improves customer relationships and the overall health and success of the organization.



How One Company Optimized Their Culture

- Faced with a **competitive talent market**, this National Restaurant Company shifted its focus toward voluntary and supplemental benefits to attract and retain employees more strategically.
- The company understands that a one-size-fits-all benefits plan cannot **meet the needs of today's dynamic workforce**, who come from diverse generational, cultural, and economic backgrounds.
- The company onboarded a voluntary benefit plan designed to help **protect employees' financial stability**, thereby investing in employee satisfaction and productivity.



The Must-Have Solution

This National Restaurant Company's Leadership Team has noticed more employees are changing jobs to improve their pay and benefits. In light of this competitive labor market, the leadership team recognizes the potential of offering customized voluntary benefits as a key enabler of people and business strategy.

Of these voluntary benefits, pet insurance proves to be a must-have employee benefit.

"We are seeing an increase in demand for pet insurance from our employees. It's time," says the brand's National Director of Benefits

As pet care costs rise, pet parents are looking for new ways to protect their furry family members. The shift in demand motivated this company's leadership team to begin vetting for pet insurance providers.



"PetPartners was the only provider that offered pet insurance that works like human benefits."

National Director of Benefits

66% of U.S. households own pets — more than ever before. Workplaces are increasingly instituting “pet-friendly” policies, and as with human health care costs, animal health care costs continue to rise.¹



Serving More Than Good Food

This national restaurant chain is a series of bakery cafés known for offering delicious, wholesome food options, ranging from breakfast sandwiches and wraps to salads, soups, pastries, and coffee drinks.

The organization maintains high standards, not only for its freshly baked bread but also for its commitment to social impact, placing great emphasis on supporting food insecurities in communities nationwide.

At the end of every night, all locations of this national restaurant chain donate their unsold baked goods to local non-profits through their community assistance programs, which benefits food pantries, after-school programs, churches, domestic violence shelters, and low-income health centers. Some employees even volunteer at these shelters.

The dedication of this national restaurant chain is evident in their commitment to the communities they serve, just as they are dedicated to creating a healthy and inclusive work environment for their employees.





The modern workplace now encompasses five generations, compared to only three or four a decade ago. With this wider age range comes an increase in the variety of employees' needs. As a result, there is a greater demand for benefits personalization.²

Extending Opportunity to Their Employees

Offering a voluntary benefit such as pet insurance has helped this National Restaurant Company enhance their employees' quality of life.

The company's Leadership Team expects this special perk to attract new talent and keep existing employees engaged and productive.

"This is really exciting, and the enrollment process was easy," said one employee.

When employees feel supported by their employer, they're less likely to take unscheduled time off or to seek opportunities outside the organization.



Why This Brand Chose PetPartners

With many pet insurance companies to choose from, all offering a wide range of policies, the Leadership Team took their selection process seriously. Everyone's reason for getting pet insurance is different – and that's why the leadership team chose PetPartners.

| **“It all just made sense to us.”**

Their Leadership Team highlighted additional advantages PetPartners offers, including:

- Seamless open enrollment process and payroll deduction
- Integration with their benefits administration software
- Prior coverage credits
- No pre-existing condition restrictions
- One renewal date

“

PetPartners offers a plan that works like other human benefits and comes without any complexity. The plan offers both high and low options; we also like there's no network of doctors employees must go to. Instead, they can choose who they want.”

Director of Benefits at National Restaurant Company

Real Results

After onboarding with PetPartners, about 180 employees swiftly enrolled in this offering.

The new voluntary benefit allows the company's employees to offset the cost of diagnosing, treating, and managing their pet's illness or injury – a meaningful solution for pet owners.

When employers offer pet insurance, the benefits are clear:

- Limited absenteeism
- Alignment with remote work culture
- Encouraging animal companionship
- Enhancing recruitment tools
- Improving retention rates
- Increasing productivity



**“Pets are like family,
and when I used my
PetPartners insurance
plan, I found it was
pretty easy.”**

A Satisfied Employee



57% of U.S. adults couldn't afford a \$1,000 emergency expense.³

Many common emergency pet visits exceed this figure.

A Must-Have Employee Benefit

With so many passionate pet parents across the U.S., offering pet insurance as a voluntary benefit can be a distinguishing factor for current and future talent.

Today's employees expect to see pet insurance listed alongside health insurance and retirement plans, and the benefits are clear, all-around.

Creating an attractive, modern, and vibrant culture has never been easier, and PetPartners is here to help.

Book your consultation today!



Thank You!

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1. American Pet Products Association. 2023-2024 APPA National Pet Owners Survey: https://www.americanpetproducts.org/pubs_survey.asp?ref=resources.hemlane.com
2. Purdue Global. "Generational Differences in the Workplace [Infographic]." Purdue Global, 2021: <https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/>
3. Gillespie, L. (2023, June 22). Bankrate's 2023 annual emergency savings report: <https://fortune.com/recommends/banking/57-percent-of-americans-cant-afford-a-1000-emergency-expense/>