



How ActiveCampaign Delights Its Team and Supports Local Restaurants Through Fooda's Office Delivery Program

ActiveCampaign is a rapidly growing cloud software company based in Chicago, with hundreds of employees. Recruiting, retaining, and keeping its growing team engaged are top priorities for the business.

Through the Fooda Office Delivery program, ActiveCampaign saw an opportunity to make mealtimes something that employees love and look forward to every day, while also supporting authentic local restaurants.



550+
EMPLOYEES



6+ RESTAURANTS
PER DAY



\$100K+
ANNUAL COST SAVINGS

The Challenges

- Lunch was not providing a strong reason for employees to enjoy being onsite during mealtimes
- A lack of meal variety led to menu fatigue
- The program was not cost effective and too much food was being wasted

ActiveCampaign's search for something new led to a recommendation based on an employee's first hand experience

With the goal of providing employees with a reason to look forward to their lunch at work every day, ActiveCampaign started exploring alternative food options.

The company wanted to treat employees to the cost of their meals and budgeted \$12 per employee every day. Feedback from the team was that authenticity and variety mattered a lot.

In searching for providers, an ActiveCampaign team member recommended the company look into Fooda Office Delivery (a solution from a previous employer that he had enjoyed and missed).

The team member shared that he loved the variety of local restaurants that make up Fooda's program, how employees easily place their own individual orders online, and how all food arrives at once. Based on his referral, ActiveCampaign reached out to Fooda.



ActiveCampaign picks Fooda for its Office Delivery Solution

ActiveCampaign picked Fooda as its new Office Delivery Solution. The food service provider was able to listen to and understand the software company's needs. The proposed solution focused on improving employee excitement around food while reducing overall costs.

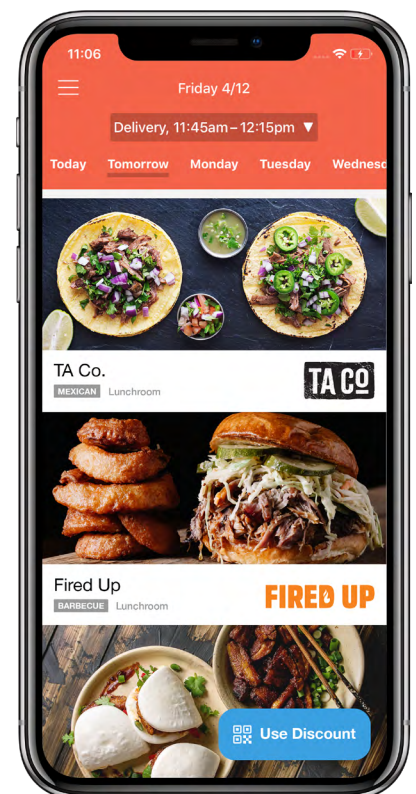
How Fooda's Office Delivery Solution works for ActiveCampaign

Fooda offers ActiveCampaign employees a virtual food hall, with different restaurant options every day. Mixing and matching is encouraged and doesn't cost extra – for example, an employee can order elojtes from a mom and pop Mexican restaurant, a caprese salad from a new Italian restaurant, and dessert from a local French bistro.

Utilizing the Fooda mobile app or website, ActiveCampaign employees place their orders by the late morning.

ActiveCampaign pitches in for the first \$12 of each person's daily order. If an employee's total exceeds \$12, they are responsible for the remaining balance.

At lunch time, a dedicated Fooda delivery driver drops off the orders at ActiveCampaign HQ for employees to pick up & enjoy.



The results were immediate in terms of employee satisfaction and cost savings

Since Fooda's lineup includes multiple featured restaurants that rotate daily as well as consistent standbys, menu fatigue quickly gave way to heightened excitement about lunch. The discovery of new restaurants and the orders people place have become a regular conversation starter around the office.

With ActiveCampaign's previous food service provider, the employer was spending \$12 per employee with food brought in for every single person in the office. It did not matter whether or not employees actually wanted to have lunch. The cost added up and the garbage cans were full of waste.

In stark contrast, Fooda's Office Delivery program is entirely consumption-based. Even though the company budgets for \$12 per meal, they only spent \$10.94 on average, per person. There are zero charges for people who do not want to eat lunch. Overtime, the difference in cost became significant.



What Have Been the Results



Employees are more productive since people don't waste time going out to lunch.



By offering easy access to local favorites like Fuddruckers, employees are happier and feel more appreciated.



The company is able to further contribute to the local economy by injecting revenue directly into these local businesses

