

CUSTOMER STORY

Lyft Gives Slack an Innovative Way to Provide Safe Transportation for Employees

Slack is a cutting-edge, technology-driven enterprise. The company provides a real-time collaboration hub where people solve problems together online through improved teamwork and communication — helping make their working lives simpler, more productive, and highly satisfying.

The company applies a similar philosophy to managing its own workforce — incorporating Lyft into Slack’s employee benefits package, which offers guaranteed rides for workers who leave the premises after hours.

Founded in 2009 in Vancouver, B.C., Slack now has its headquarters in San Francisco with offices in Vancouver, Dublin, New York, Toronto, London, Tokyo, and Melbourne. The company currently employs a little more than 1,000 employees worldwide, yet it serves 43 percent of the Fortune 100 and has more than 6,000,000 daily active users and 155,000 weekly active developers building on the company’s platform.

HR in the Age of Innovation: Taking Better Care of Employees

Slack’s intent was to use Lyft as a valued wellness benefit for its employees. Simply put, the company offers Lyft rides as a paid benefit for employees who end up staying late at its San Francisco and New York office locations. Each employee receives a \$150 monthly credit with Lyft, and can request the rides directly via the Lyft app as long as the rides originate from a Slack location.

“Safety is part of wellness,” says Robby Kwok, Slack Vice President of People. “The areas surrounding our offices are not entirely safe at night. If employees stay after 7 PM, whether it’s for work or for company social events, Lyft is their alternative to taxis or mass transit.”

Robby points out how employees would otherwise have to wait outside for taxis or walk to get to a train or bus, and that while company shuttles might solve the risk problem departing from headquarters, they would lack Lyft’s ability to deliver riders to their own front doors.



🏠 **Company:**
Slack

🏢 **Industry:**
Software

😊 **Objective:**

- Provide transportation as a wellness benefit
- Ensure employee safety when commuting from work
- Deliver convenient, cost-effective transportation from Slack events

💰 **Solution:**
\$150 monthly Lyft credit for after-dark rides home

★ **Impact:**

- Convenient, safe rides home for Slack’s US employees
- On-demand transportation for meetings and events
- More than half of Slack’s US employees have taken advantage of the Lyft benefit
- 2,000+ rides were requested in March of 2018

Robby stresses that the program is not intended as an incentive for employees to work later.

"It's a safety factor," he says. "The choice to work late is strictly up to each employee. We appreciate it when they do, but we're not trying to entice them into it. That's not part of our company's culture."

The Lyft benefit is also extended to prospective employees from out of town who visit Slack offices for interviews.

"Giving them a Lyft ride to their interview is a good way to show people who are thinking of working for us how much we care about our employees," says Robby.

A Cultural Match and a Great Partnership

Robby refers to the Slack's agreement with Lyft as a true partnership.

"Lyft is a good cultural match for us," he says. "They share our values and care about employees and customers, using technology to deliver excellent service while giving back to the community."

He says that in addition to accomplishing the goal of keeping employees safe, Lyft effectively manages costs and increases efficiency on the back end.

"Lyft is less expensive than alternate forms of transportation. Taxi fares are higher than Lyft charges, and running a shuttle would incur costs like maintenance, drivers, and insurance. It's really easy to use, too. The employees don't have to submit expense reports, and Finance can pull ride expenses from the data Lyft provides — to generate reports on how much the company is spending on this benefit."

As for employee response to the Lyft rides, the numbers speak for themselves. Sixty percent of US employees have already taken advantage of the benefit, with more than 2,000 rides requested in just one month. While the numbers are impressive, comments from Slack employees speak volumes as well.

Hear from the employees

"I live in Marin. If I am here for whatever reason after 7 PM it's an amazing, luxurious thing to be able to just go straight home and not mess with weird Marin public transit schedules."

- Simone Davalos

"Being 8.5 months pregnant, if I'm here at 7 PM pm due to an after-work class or event, I NEED a ride home. I'm just too tired to walk to BART or a bus where I may or may not get a seat."

- Jen Phillips

"Not only am I more likely to attend evening social events because of the Lyft benefit; it ensures I stay longer and interact with people I haven't met before."

- Joseph Paulling

"As a woman, it means not having to choose between money and safety if I need to work late."

- Sarah Hunt

Want to Show Your Employees How Much You Appreciate Them?

Robby says that in the future, Slack hopes to extend the Lyft benefit beyond San Francisco and New York to its other offices. And when asked how he might describe the advantages of Lyft to a friend from another company, he doesn't hesitate with a recommendation.

"I'd say, if you want a practical way to show your employees how much you appreciate them, use Lyft rides to keep them safe at night. It's the signal we send to our people, and it's a powerful message."



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