



# REAPING THE BENEFITS OF A NATIONAL REFRESHMENT PROGRAM





Having a single provider  
for all of your office  
refreshments  
nationally helps ensure  
excellent service,  
streamlines administrative  
responsibilities, and drives  
organizational  
savings and efficiencies,  
all while enhancing  
employee satisfaction.

As businesses strive to retain the best talent available, they are continually searching for new, innovative ways to keep their employees happy. It may seem impossible to create a standard office refreshments program that will satisfy everyone. The truth is, you can implement a national program that not only satisfies employees' preferences, but also streamlines your administrative responsibilities nationally. Whether you have five locations or more than 500, a national provider can help you customize your refreshments program to meet every office's need.

Just as important, a national provider allows you to centrally control your program to meet your business needs, from the service levels you expect, and how you manage your contract and track your spend, to achieving greater savings through consolidating purchasing.

### Trending Toward a National Refreshments Program

Companies in every industry look to national programs to cut procurement costs, consolidate purchasing, and manage fewer suppliers. Likewise, employees are becoming increasingly accustomed to national providers impacting their workday, from their cell phone service to their corporate credit card company to their standard shipping provider. Not surprisingly, businesses are applying the same model to their refreshment services spend.

During the past two years, ARAMARK has seen strong growth in its number of national account clients. The company now serves nearly 100 national clients, most of which are *Fortune* 500 companies. In a recent survey of these clients, 90 percent stated they would recommend a similar program to a friend or colleague. These organizations have recognized that office refreshment service is a significant and consistent spend, and that it can easily be streamlined and centrally managed just as they manage and control other business supplies and services.



## Benefits of a National Program

A national refreshments program can provide greater control, tracking, service, and security to benefit your company.

## Streamlined Billing and In-Depth Reporting

With a national office refreshments program, you have the option of receiving a single monthly bill that encompasses the purchases of all of your locations. Such a consolidated billing option eliminates the

time-consuming task of reconciling and paying multiple statements each month.

In addition, customized reporting enables your company to monitor spend at each location and compare costs among several locations. This detailed analysis by location can help control costs, ensure compliance with corporate mandates, and incorporate cost center codes to properly charge individual locations or departments. To further speed billing and analysis, companies like ARAMARK have implemented new electronic technologies that better enable you to go beyond spend tracking to analyze purchasing trends and easily confirm deliveries.

## Saying "Yes" to a National Account

*A growing number of forward-thinking organizations are saying "Yes" to national office refreshments service. One of ARAMARK's clients—with 22,000 employees in more than 70 locations—can vouch for the benefits.*

The client originally signed up for a national account for office refreshments because it was looking for "quality products, competitive pricing, reliable service, and services in most of our market locations." It already had national service partnerships for other aspects of its business. The company, which also uses ARAMARK's dining and vending services, reports numerous business benefits from its refreshments service, including:

- Competitive pricing.
- Standardization of products and supplies.

- Customized financial reports and the ability to track company spend.
- A comprehensive service-level agreement.
- The reliability and convenience of a national account representative.

The company has also reaped financial benefits from its national account, such as receiving volume pricing on products, which in turn has helped drive them to standardize products across all office locations. Has the program met expectations? The company responds with a resounding "Yes."

## Single Point of Contact: National Account Manager

The hassle of communicating with many different vendors is gone when you initiate national service. Businesses receive personal attention from a dedicated national account manager, which can mean enormous time savings at both the local and the national level. The national account manager has direct responsibility for all aspects of the relationship, and overall responsibility for ensuring excellent service and satisfaction.

The account manager will work with you to:

- Analyze your needs to determine the right products and services to meet your refreshments requirements.



- Develop a comprehensive solution that fits your budget.
- Coordinate service to all locations on schedule.
- Provide ongoing information on refreshment market trends and bring fresh ideas to your company.

In addition, because your national provider stays in touch with you through a national account manager, it can respond at a moment's notice to your changing needs.

### Flexible, Ongoing Service

From client-generated orders to automated inventory replenishment, your national provider can meet your

preference for how it keeps your pantries stocked and your employees happy. National providers like ARAMARK also give you the opportunity to conduct employee surveys to gain additional insight and react to your changing needs.

In addition, experienced national providers have professionally trained employees able to respond effectively to service requests. ARAMARK, for example, requires all of its employees to participate in its industry-leading ServiceSTARS training program to ensure that its clients receive consistent, superior service.

If you're opening a new location or moving offices, you want your services to be in place on Day One. Your national provider can handle all the details

## A Win-Win Arrangement

*Looking for new ways to boost employee morale at your various locations?  
A national refreshments provider may have a few ideas for you.*

A leading U.S. accounting and financial services firm is realizing this unexpected benefit with ARAMARK. The company has approximately 2,800 employees in more than 30 locations across the country—all with varying needs and preferences.

Cindy Gillen, National Director of Procurement for the firm, says employees appreciate the fact that ARAMARK's portfolio is broad enough to accommodate their demands: "ARAMARK best suits their local needs, yet still provides the other benefits of a national program for consistent service, consolidated billing and pricing." Additionally, ARAMARK has introduced the company's employees to new concepts they weren't aware of previously.

"We are able to see in one report the products our different offices are using," Gillen explains. "This allows us to see where we can make recommendations for new products employees may appreciate more."

She offers the example of single-serve coffee systems, which allow employees to make a single cup of coffee according to their tastes. Introduction of these systems at various locations has proven very popular, satisfying employees and administrators alike.

"Single-serve coffee is easy to support, and it's perceived as a very high prestige level of product," Gillen says. "Employees are very excited to have these systems in the office, and it's helped enhance employee morale."

"Other providers may say they operate nationally, but often they're franchised," she continues. "When you try to consolidate billing, accountability and reporting, they're not always able to succeed. ARAMARK has strong connections in our cities, and service has been consistently good. It's been a win for our employees, and a win for the company's financial management."



and get you up and running in a timely manner—without the headaches of trying to find a reputable vendor in your area.

### A More Secure Workplace

An annual ARAMARK survey of its national refreshment clients showed that ensuring a secure work environment is no longer a luxury—it's a necessity. How safe are your employees if you have 50 or 60 different companies servicing them? Have the companies been properly vetted, and have the delivery people gone through background checks? Do they wear clean, professional uniforms to identify themselves?

What about liability concerns? Does each of your offices have the expertise to ensure that they have a signed contract that protects the company? For example, what if a water pipe bursts while your provider is servicing your water filtration system? Do the local vendors have their own liability insurance? Do they use bonded employees to make deliveries and service your locations?

These are all important considerations in today's workplace. Using a national office refreshment provider eliminates all those worries. You have the assurance that all company facilities and employees are protected through national risk insurance, and that bonded, uniformed employees will service your facility. This type of coverage helps to ensure the safety of your employees and the reputation of your company.

### Wide Selection of Quality Products

For your increasingly discriminating coffee drinkers, you need to be able to provide various blends and flavors. In ARAMARK's client survey, employers like you stated that a wide selection of products and services, which allows a custom program for employee needs and preferences, was the most critical component of a national service provider's offerings.

By using a provider that has access to both proprietary, economical house brands and national, premium brands, such as Starbucks®, Dunkin' Donuts®,

Seattle's Best, and Green Mountain®, you can find a brand to satisfy employee tastes while meeting your company's financial objectives. National providers can also provide access to other options, including single-cup coffee systems, which reduce maintenance and mess in the break room while giving employees their hot beverage of choice.

Second in importance, according to the ARAMARK survey, was the ability to offer a wide range of allied products for the break room. Smart companies are looking to compound the benefits they receive from a national program by getting all of their break-room deliveries together, including tea, hot chocolate, and essentials like sweeteners, creamers, and paper goods. Along with water service, a variety of cold beverages, snacks, and fresh fruit, employees get the boost they need to keep working throughout the day.

Great employers across the country already know that quality office refreshment services increase employee satisfaction and deliver greater productivity. But many are just now discovering that a national program is the best way to ensure satisfaction. Not only does a national program keep employees happy, but it also helps to reduce a number of hard and soft costs, giving you greater flexibility in your business and greater peace of mind.

So take a break and refuse to compromise your office refreshment services—for your employees' sake, and for your own.

### About ARAMARK Refreshment Services

ARAMARK provides workplace refreshments to more than 100,000 locations throughout North America, offering clients a single source for office coffee service, water filtration, brand-name snacks, beverages, and breakroom essentials. Through its Complete Breaktime Experience®, ARAMARK offers a holistic approach to providing outstanding client service. For more information on ARAMARK's National Refreshment Programs, call (866) 220-4363 or visit [www.aramarkrefreshments.com/national\\_accounts](http://www.aramarkrefreshments.com/national_accounts).