



DELIVER **HEALTHY WITH UPS**

KATE, ELLIE, KAVYA, ARIANA, MACHI



Quintanilla



BetweenNapsOnThePorch.net



10.6 CASE CHALLENGE

CASE CHALLENGE QUESTION:

How can UPS create engagement among its seasonal employees to tackle the adversity of employee turnover?

PEAK season

..what is it?

- OCTOBER TO EARLY JANUARY
- HOLIDAY SEASON

- +100,000 EMPLOYEES
- 30 MILLION PACKAGES PER DAY

- 20 % DOES NOT RETURN
- -MANY LEAVE DUE TO CONFLICTS



SWOT ANALYSIS

STRENGTH

Global access to distribution centers, warehouses, and transportation.

WEAKNESSES

Reliance on US Market

OPPORTUNITIES

Rise in E-Commerce - customers shop more online.

THREATS

Weather events - disruption of the environment



10.6 CASE CHALLENGE



PERSONA: KEVIN

SALARY: \$22.21 / HOUR

LIKES:

29%

HIGHER

SALARY

DISLIKES:

LONG DRIVES

WITHOUT FOOD;

LOW SHIPPING

DISCOUNT

**“We only have 30 minutes to eat. I
always eat fast food.”**

UPS subreddit

**“I don't like fast food. And don't
want to eat cold sandwiches all
the time.”**

**“They literally don't offer anything
any other company offers.”**



OUR SOLUTIONS

ADVANTAGES

- **COLLABORATE WITH A FOOD COMPANY FOR CHEAP, QUICK MEALS**
- **PROVIDE SNACKS + DRINKS**
- **LARGER DISCOUNTS ON SHIPPING**

OPPORTUNITIES

- **SOCIAL EVENTS BETWEEN FULL-TIME WORKERS AND PART-TIME WORKERS**

“ UNIFORM DISCOUNTS ”

.. Gratitude for the service from individuals who provide to their communities.



Firehouse Subs

Firefighters receive a **Free drink** with a purchase of a meal.



Steak 'n Shake

20% discount to police officers, firemen, and EMT's.



HEALTHY FOOD, HEALTHY MIND

- **Provide essential nutrients;
supports health**
- **Provide sustained energy;
promoting productivity.**

SALAD BAR

**25 % Off for all UPS
employees in uniform +
Free drink**









DISCOUNTS

..WITH SENIORITY ADVANTAGES

1 YEAR- 15% (CURRENT RATE)

3+ YEARS - 25% OFF

5+ YEARS - 35 % OFF

10+ YEARS - 50 % OFF


- **Fosters company loyalty**
- **Creates a culture that cares about the people who are a part of it, making them feel more valued and more likely to stay.**


-Enrich Financial Wellness

The graphic features a light beige background with festive holiday illustrations. On the left, there are several cardboard boxes, one of which is wrapped with a red ribbon and a candy cane. On the right, more boxes are shown, some with yellow and red ribbons, and a holly leaf with red berries. A string of colorful Christmas lights hangs across the top right. In the center, the text 'HOLIDAY CHEER:' is in red, and 'UPS Empowerment' is in large, bold, dark brown letters. Below the title, there are faint silhouettes of reindeer and a leaping deer. At the bottom, two rounded rectangular boxes with red and yellow borders contain bullet points. A red snowflake is on the left of the first box, and a yellow snowflake is on the right of the second box.

HOLIDAY CHEER:

UPS Empowerment

- 
- Event where full-time employees can share the benefits of their experience with part-time colleagues

- 
- Resources + information on career paths and advancement opportunities within UPS.



THANK YOU!

ups