

A fresh way to serve KFC employees

The KFC Foundation provides education and hardship assistance to resilient KFC restaurant employees in an inclusive environment. They empower employees by helping them to pursue their dreams and extend a helping hand during hardships.



The Emergency Savings Program

The program equips KFC restaurant employees to build a \$500 emergency fund, the habit of saving and greater financial know-how.

The Emergency Savings Program works as follows:

Eligible employees enroll in the program, and earn a \$20 starting cash incentive.

Employees can earn dollar for dollar matched incentives for up to \$40 a month contribution.

Employees usually contribute to their emergency savings fund on their pay day.

Employees can restart the program every 6 months.

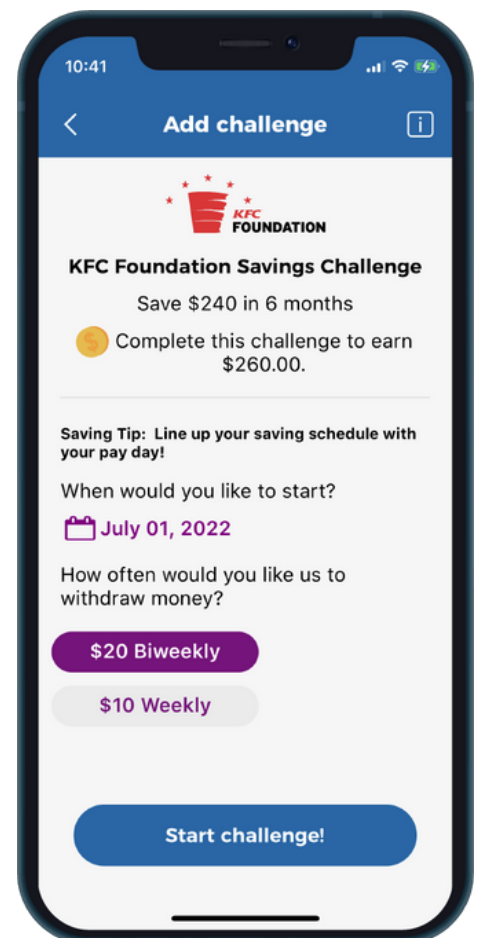
Employees have access to their contributions in case of a financial emergency and are in control of their savings always.

Cash incentives are vested at the end of 6 months.

The Pilot Project

KFC Foundation first launched their financial wellness program in 2018. Still not satisfied with the program results they were getting, they decided to do another pilot to see if they could improve their results. The following is what we were measured on:

- Employee participation rates;
- Average employee savings;
- Employee engagement in the savings program;
- Employee retention in the program;
- Time required for the partner to support the program.



The Results & Value Delivered

According to the KFC Foundation's Program Leader, QUBER's results across all measures far exceeded their expectations.

- Onboarding rates into the program doubled what was expected;
- On average, employees **saved twice as much with QUBER**;
- **2 times more employees made it to the end of the program**, maximizing their available matched incentives;
- QUBER became an **extension of the KFC Foundation team**, handling 100% of employee requests, also delivering automated insights and reports to measure and improve the program effectiveness;
- **QUBER was chosen as the long-term, strategic partner for KFC employees emergency savings program.**

"It took us awhile, but we have finally found the perfect partner! QUBER is an incredible thought partner and one who really listens, which is key. They continue to look for ways to grow the program and improve the employee experience. They are a great team and an absolute joy to work with."

KFC Foundation Program Leader

