

GOT PRODUCTIVITY??

Give your office a productivity jolt by offering the ultimate employee perk

Did you know that you could increase employee productivity, save money and boost morale just by offering gourmet coffee in the office? Roughly eight out of 10 American workers depend on caffeine to jump start their day. Coffee consumption has increased steadily in recent years, especially at work, and with Starbucks and other “designer” coffee shops opening up everywhere, many workers are leaving the office to get their fix. This trend known as “the Starbucks Effect” can be costly to businesses in terms of productivity. Even small companies lose thousands of dollars each year in productivity from employees who leave the office for coffee breaks.

The table below is based on workers who earn an average salary of \$40,000 a year and spend an average of 15 minutes per day on out of the office coffee runs.

WORKERS	# WORKERS WHO LEAVE FOR COFFEE	LOST WORKDAYS	COST TO COMPANY
10	2.5	20	\$3,200
20	5	39	\$6,240
50	12.5	98	\$15,680
500	125	977	\$156,320

For reference, on average nearly 25% of employees leave the building for about 15 minutes every day when companies do not supply the appropriate refreshments at work. (Wirthlin Worldwide Research study, 2003; Harris Interactive study for NAMA, 2005)

Boost Your company's bottom line by contacting your local office products representative today to implement a complete refreshment program that increases your workplace productivity and improves your employee morale, satisfaction and loyalty.

