

Uber for Business

How SAP NS2 used Vouchers for Uber Eats to drive virtual event engagement



Problem

After the COVID-19 pandemic made in-person events impossible, SAP NS2 needed to make their virtual events stand out. They had relied on speakers and dining for their annual NS2 Now conference, but this wouldn't translate well to a virtual audience. They decided to extend a meal-delivery offering and needed a way to provide it to thousands of global attendees.

Solution

SAP NS2 used Vouchers for Uber Eats to treat conference goers to a meal of their choice. To drive quality signups, the planners surprised attendees at the start of the event rather than advertising it beforehand. All they had to do was redeem the vouchers and order from their favorites on the Uber Eats platform. This delighted participants and encouraged them to stay engaged throughout the day.

Benefits

With Uber for Business account support and how-to content, setting up and distributing the vouchers was fast and easy. Event planners were also able to set custom date and time parameters, giving attendees flexible usage and controlling costs by only paying for vouchers redeemed. And because Uber Eats is available in over 10,000 cities, participants across the globe were able to take advantage of the unique meal-delivery perk.

Uber for Business is a platform for managing global rides, global meals, and local deliveries for companies of any size. For more information, please visit uber.com/business.

Industry

Cybersecurity

Key metric

1,200 attendees →
1,100 vouchers redeemed →
900 meals ordered

"It was as easy as putting in my info, setting the date, and hitting Submit. Uber for Business set me up nicely. I took their tools, repurposed [them] for my needs, and let it go. And it worked out great."

Angeleque Fultz

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