



Our Culture Book



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Foreword

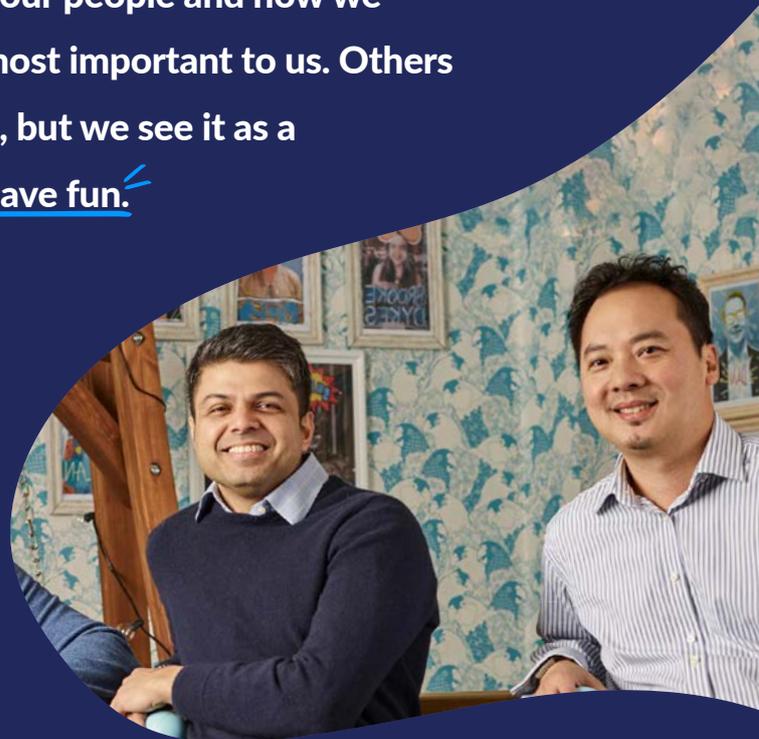
We started Perkbox to create a great business that's meaningful to us and society.

Having grown up in families where our parents are business owners, we understand the value of hard work, perseverance and having a passion for what you do. Life is too short not to enjoy what you put so much effort into. With Perkbox, we have a business that genuinely helps society and makes people happy and engaged.

It wasn't an easy journey, but the challenges we faced helped shape and reinforce our view that our people and how we treat each other is what we hold most important to us. Others define us as having a great culture, but we see it as a natural way to live, succeed and have fun.

Saurav Chopra and Chieu Cao

Co-Founders



Our story



Let's take you back to 2010, when Saurav and Chieu left their jobs to start a new venture called Huddlebuy. While the name 'Huddlebuy' probably won't resonate with everyone, it was the fire which gave birth to the phoenix that is Perkbox.



Huddlebuy gave small business owners the tools to succeed and included a personal perks package. These personal perks resonated so well with their employees that they wanted more and more of them.



And as those continuous requests helped make more and more employees happy, Saurav and Chieu saw that Huddlebuy had a higher purpose.



Fast forward to 2015 and the Perkbox platform was built to make employees happy and businesses succeed – no matter the size of the business or its budget.





Perkbox was the first in the industry to approach employees in such a human and accessible way. After all, they're people and should be treated as such.

The culture Chieu and Saurav built into their products resonated with employers and employees. And this human approach is what made us so popular in such a short space of time.



Perkbox still has the happiness of people at its heart. Every interaction a person has with us is geared towards helping employees live better, in life and at work. After all, they're people, not commodities. Our products help organisations treat them as such.



So much so, employees now actively ask their managers for Perkbox to be introduced!



Our mission

Helping employees live better,
in life and at work

Sounds grand. Sure. Sounds possible? Of course it does!

In 1961, a NASA cleaner was asked by JFK what they do, they responded with: "I'm helping put a man on the moon." And just as that cleaner knew their individual actions were helping NASA achieve their mission, the collective effort of everyone who works at, in collaboration or in partnership with Perkbox is helping achieve ours.



While our rockets are metaphorical, the enthusiasm for our mission is still rocket powered – and you'll experience a certain passion when you walk into any Perkbox office. That's because each of us has been carefully chosen for our drive, ability and self-awareness. And anyone joining us will be held up against those high standards to ensure we keep our mission in sight.



Our purpose

Did you know the average person spends a third of their life at work? Here at Perkbox, we believe this time should be spent in an environment that's supportive, inspiring and enjoyable.

However, our work doesn't end in the workplace. We believe that a better experience for our own employees naturally leads to a more enjoyable experience for customers too. We're creating a positive domino effect across society, and it's only going to grow bigger and stronger.

We believe employees who feel happy and engaged perform better. That's why we've created a platform that helps teams reward and recognise each other's hard work, share memories, and ultimately build a happier, more productive company culture.

Experience vs. engagement

We believe in 'the employee experience' over 'employee engagement'. We're not trying to be different, we're trying to make sure everything we do is people centric.

The way we see it, if engagement is the destination, the journey is the employee experience.

That's because people are much more nuanced than being either 'engaged' or 'disengaged'. Everything they feel at work – good, bad and in between – spills over into their home life, and vice versa.

Perkbox is built on what people want and need, not what we think they want and need. Our sole focus is on the experience of the employee, and help improve the balance between work and home.

**a better experience for
our employees leads
to a better one
for customers**



Our values and “Perkboxers”

The Perkbox values

As a fast-paced company which embraces change, we recently updated our values to reflect where Perkbox is now and how all of us feel towards the business.

So without further ado – drum roll please – the four Perkbox values:



Trust

We all have trust in our ability to succeed, the autonomy to get there and the responsibility to see it through.



Spirit

We're adaptable, resilient and determined, bouncing back when we're down and staying humble when we're on top.



Unity

We're one big team, solving problems together and supporting each other to make our vision a reality.



Curiosity

We're hungry to learn and share knowledge – asking questions, challenging conventions and refusing to rest on our laurels.



Don't just take our word for it either.
Here's how Perkboxers feel connected to our values:

Trust

"Trusting each other, rather than wasting energy watching our backs, allows us to empower people to be creative and productive."



Alexandra Sanpera
Head of Communications



Deborah Knight
Director of Customer Success

"When you're trusted by your business, your team, your manager, and your customers, it makes you feel a great sense of confidence, security, empowerment and happiness in what you do."

You feel a
great sense
of confidence



"Trust makes you feel more involved in the problems that you are solving, that means being more involved in the company."



Mikel Ganuza
Technical Group Lead, DevOps



Spirit

“No matter what hits us, we always get up and become stronger together.”



Lori Ene
Customer Happiness
Executive



Ricky Pari
Programme Manager

“What does it mean to be a Perkboxer? For me it means having the creative freedom to do what I want to do while making a difference!”

Making a
difference



“Here at Perkbox, we are strong-minded, resilient, and tough. We’re determined to find new and better ways of overcoming challenges and we never accept defeat.”



Rob Helene
Operations Assistant



Unity



Katie Bellamy
Customer Happiness
Manager

“Unity is what helps us succeed. Everyone coming together, supporting one another in adverse circumstances, discovering what we’re all passionate about, and working together to achieve it – it’s pretty powerful right?!”

“Unity means to value those in your team as much as you value yourself. It means always having your teammates’ backs, working together to reach the same end, and supporting each other to reach all of our individual goals.”



Shona Scott
Office Manager

Curiosity



Llewellyn van Eeden
Creative Design Lead

“Being curious is built into us all. There’s this internal search for knowledge that we all have as human beings. I would say: just stay curious and keep asking questions.”



Stay curious
and keep asking
questions

“What does curiosity mean to me? It means never settling, it means continuing to ask, always taking the time to understand the ‘why’ and always wanting to learn more.”



Jess Hall
Customer Success
Team Lead



The “Perkboxers”

We’ve identified the four personas which most represent what success looks like at Perkbox – the “Perkboxers”. Some may identify more strongly with one persona than the others, but these behaviours are not exclusive to any one individual.

We all have the ability to summon them when our work needs them most.



The Innovator

Sees a problem and finds a solution. Innovators have an entrepreneurial spirit, want to change the world and make a difference.



The Winner

Gets things done without fuss and produces work beyond expectations. Good just isn't enough.



The Collaborator

Approachable and open minded. Collaborators understand how we all connect and thrive in helping people find solutions and new ideas.



The Believer

Lives and breathes the company values. Believers are focused on our mission and will do everything to make it a reality.



The methodology

We couldn't claim to be experts unless we got it right ourselves, could we? That's why Maddie Pozlevic, our Employee Experience Leader at Perkbox, interviewed employees across the business to find out who Perkboxers are and what they believe in.

During these interviews, Maddie got deep into the psyche of what it means to work at Perkbox. Time and again, Trust, Unity, Curiosity, and Spirit were raised by Perkboxers in some form when asked what working here meant most to them.

Innovation, winning, collaboration and belief were the behaviours which Maddie found most prevalent when asking what qualities stand out from the people who work at Perkbox. In fact, it's probably best we let Maddie have a say on our values and behaviours. They're her babies after all...

“Over three months, I interviewed hundreds of Perkboxers across different departments, offices and countries. I wanted to know what it meant to them to be a Perkboxer, what values they felt defined them and what values in others helped them to be successful.

From their answers, the most common words I heard were: people, care, resilience and togetherness. And it was those themes which helped me see how the Perkbox values and behaviours had changed over time, allowing me to redefine them in this book.”

people, care,
resilience and
togetherness

”



Maddie Pozlevic
Employee Experience Leader





Culture at Perkbox

What's it like to work at Perkbox? I'm glad you asked.

Our founders Chieu and Saurav worked tirelessly to build Perkbox with a culture to match its success. They listened, embraced new ways of thinking and kept an open mind about where the business was heading. We're all given licence to think outside the box, innovate and take ownership of our ideas.

While we've got giant bean bags, a ping pong table and office dogs galore, none of those have anything to do with our culture. It all comes down to our values.

We take our mission very seriously and everyone learns about it before they've sat down at their desk. We're all part of this movement and we've all got the vision to keep it moving forwards. After all, we exist to help employees succeed, in life and at work – so our culture has to reflect that.



Culture Guardians

Having a great company culture is no accident. We've been building it since day one and continue to nurture it to this day – and we came up with a radical approach to sustain it across the business:

“One of the things that really came through our Insights tool was the idea that we need to work on the culture constantly. As a result we have created a team called the Culture Guardians.

“It involves both the Exec team as well as a number of people, both old and new (from Perkbox from four years ago to Perkbox two months ago), to work on maintaining and enriching the culture that we have.”



Gautam Sahgal
Managing Director

Our Culture Guardians are the link between the company and the C-suite and always have their ears to the ground. They guide our culture and protect what makes Perkbox, well, Perkbox! They sit across every team and use their unique skills to keep culture a priority here.



What our culture means to us:



Jemma Battison
Partnerships Manager

“We’re like a bag of Revels – lots of different flavours, characters and personalities! We’re a small team that has managed to create a relaxed, hardworking and fun environment.”

“Within my first few weeks at Perkbox, I was asked to rebuild our marketing process from the ground up. It was a little overwhelming to say the least, but with the culture of my team, we were able to build something I’m incredibly proud of. What we’ve created is testament to the culture I’ve come to know and love!”



James Arnall
Marketing Director



Jennifer Sitruk
Country Manager, France

“We are a family, we are small so we all help each other a lot, we love to have a drink together and support each other. The motivation is driven by success: we like to celebrate each small victory. The best memory in the French team is when we had our first customer signed! This was such a great team success.”

we like to
celebrate each
small victory



“Culturally diverse and hard-working, the team enjoys sharing challenges and morning teas, getting the job done while enjoying the homemade treats of other countries and competitive nights out together.”



Annabelle Lyme
Legal Counsel and Compliance
Manager



**Collaboration
and autonomy
is at our heart**



Jack Beldon
Sales Director, Australia

“Collaboration and autonomy is at our heart in Australia. The team lend their hand to whatever is required to move the business forward. Never have I seen a better collective of determined individuals who make an awesome team – to say I’m proud is an understatement. What a group!”

“The culture in the corporate account team is wonderful. They’re so ready to help, kind and supportive. I love my team!”



Jess Dineen
Senior Account Manager



Louise Jones
People Advisor

“I’m in the People team and we’re a small yet mighty team who go above and beyond every day to make sure our Perkboxers have the best experience possible. We’re a friendly and fun bunch that champion the people and the culture to bring Perkboxers together.”



Habits and rituals

Let's Talk

We believe in being open and honest at Perkbox. Roughly once a month we conduct our 'Let's Talk' sessions. They're for employees to send in anonymous questions for candid answers from our leadership team. The questions are read out and answered live in front of the entire company.

Is there a difficult question posed on the odd occasion? There is, but that's how we grow and sustain our culture. We have to be honest with ourselves and continue to look inwards. And the best way to do that is to let everyone have a fair input – with no voice made louder by seniority.

PerkX

Ok, so we may have taken the naming inspiration from a certain well-known talk brand, but we launched 'PerkX' to inspire our people while at work. We invite people from outside of the business, some with ties to Perkbox and some without, to talk about what's important to them and how they achieve success in life and at work.



Perkbuzz newsletter

Run by our internal communications team, the Perkbuzz newsletter keeps the entire company up to date with what's been happening in our worldwide offices that month. Perkbuzz gives a glimpse into the good, the bad and overwhelmingly exciting, as well as showing Perkboxers exactly what we're doing to sustain their meaningful employee experience.

Women in Leadership

Expanding on our PerkX talks, we hold 'Women in Leadership' sessions which are open to everyone in the business to attend. They provide a forum for Perkboxers to be inspired, network and challenge each other, as well as creating an environment that supports and encourages women and diversity.

We believe that by embracing diversity we'll inspire our future leaders – regardless of gender – to recognise the positive impact a diverse workforce can have on productivity and overall happiness. We're confident these sessions will do that as they raise awareness of the challenges faced and the behaviours needed to overcome them. They also motivate us to achieve the change needed in the world.





Parties, socials and Fri-yays

Summer and Christmas, two times in the year where a party seems necessary. And we don't shirk that responsibility at Perkbox. Our Summer and Christmas parties have become the stuff of legend, with our Perkbox awards, secret employee performances and our founders' rap battle.

Beyond those two stand-out dates in the Perkbox calendar, the beer trolley opens every Friday at 4pm for those who want to have a drink with their colleagues. During this time, teams have their own debriefs, any company-wide announcements are held in our Happiness Lab, and people have the chance to socialise before the weekend.



Where we call home

We're fortunate to have been able to expand from our original office in London to having offices in four cities across the world in three countries. There's London and Sheffield in the UK. Paris in France. And Sydney in Australia. If you're ever in town, come and say hi – we'd love to see you!

Here's when we opened each of our offices:



2015

London



2017

Sheffield



2019

Paris



2019

Sydney



What we've won

Ok, so we're not in it for the awards but when you win them, it only feels right to shout about it. Especially as each award is a testament to the work Perkboxers are putting in each day.

We were ranked 5th in the annual Sunday Times Hiscox Tech Track 100 for 2018, ranked 25th in the Financial Times Europe's fastest growing companies 2019, and we were also named one of The Next Web's five hottest UK startups in Europe.

We've also won several other awards including Barclays Entrepreneur of the Year Award, Reward Strategy Employee Benefits Provider Award, Accounting Excellence Finance Team of the Year Award, the LBS Accomplished Entrepreneur Award, and the B2B Marketing Team of the Year Award.



SUNDAY TIMES

5th place in
Tech Track 100



FINANCIAL TIMES

25th place in Europe's fastest
growing companies 2019



THE NEXT WEB

One of the five hottest
UK startups in Europe



BARCLAYS

Scale-Up Entrepreneur
of the Year



Maintaining our culture

Perkbox is a growing company and we don't have any plans to stop that growth. This makes safe-guarding our culture the number one priority because we know the importance of putting people first.

Whether that's putting the users of our products first (employees), the buyers of our products first (employers), or the happiness of our own employees (Perkboxers) first, we'll only consider our mission a success if we keep Perkbox human-centric as we grow.



