Case Study

Great American Hospitality Empowers Sonic Employees with On-Demand Pay
Finding a solution that would set us apart

When we were exploring new benefits, we sought offerings that prospective employees were highly interested in. Since many employees had requested cash advances before, on-demand pay felt like a great benefit to help meet their needs.

We wanted to hire more competitively, and thought that offering DailyPay would really help set us apart from all the other fast food restaurants hiring at the same time. Since we began advertising DailyPay on our job postings, there has been a notable increase in the number of applications we receive for open roles.

Employees use on-demand pay to improve their lives

This benefit is often advertised as something to help employees out of sticky situations and financial emergencies. We’ve definitely heard stories of our employees using this benefit to fix flat tires, pay for gas to get to work, and other transportation expenses, but that’s not all they’re using it for. We’ve also seen a lot of our employees using this benefit to enhance their lives, as it helps them budget for things like concert tickets and beach trips. It seems like there are endless use cases for on-demand pay, regardless of an employee’s financial situation.

Driving measurable impact and positive results

We’re pleased to say that 30% of our employees enrolled in DailyPay within the first week, and that number was up to 53% after the first month. We’re proud to offer a benefit that reflects our values and enhances our employees’ quality of life. Any companies that are considering offering this benefit should take the next step and make it happen!
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