



Rakuten improves employee experience with Scoop



Elva Huang HR Business Partner at Rakuten USA

"Building community and offering unique programs is the best way to attract and retain great talent. Scoop helps us provide our employees with an organic and genuine way to connect with one another on a shared experience."

About Rakuten

Rakuten.com is a marketplace with a mission to deliver an outstanding shopping experience and offer a broad selection of products to discover and purchase. The company empowers retailers to build individual relationships and go the extra mile for their customers. Rakuten.com is a division of Rakuten Inc. (4755: TOKYO), one of the world's leading Internet service companies.

The challenge

In order to accommodate business growth, Rakuten moved locations from San Francisco to San Mateo in 2014. While a mere 20 miles south, this move added ~1 hour to many commutes in rush hour. With employees commuting from all over the Bay, Rakuten's HR Business Partners took this opportunity to evaluate multiple modes of employee transportation. They sought a flexible and reliable solution that would help retain top talent and maintain a high-performance culture. At the same time, their ideal solution would be cost effective for both the business and its employees.

The solution

Rather than investing further in costly shuttle programs that couldn't offer Rakuten employees the flexibility they needed, leadership turned to Scoop for a flexible transportation option that would work for everyone.

The results after 1 year

40%
of employees carpooling

1,000+
trips per month

170,000+
miles carpooled

Interested in Scoop? business@takescoop.com, takescoop.com/partners

Scoop is the largest enterprise carpooling solution in the U.S., facilitating more than 4M carpool trips to date. With innovative mobile technology and on-site marketing, Scoop helps employees embrace carpooling in their day-to-day lives, ultimately leading to more enjoyable and efficient commutes.

