

CLIENT SUCCESS STORY



WORKPLACE CHALLENGE

Digitas has a large number of female staff members who have been with the company for nearly a decade. These staff members built their careers at Digitas and have ascended to executive levels, contributing significantly to the success of the organization, all while supporting growing families. This critical creative talent began to leave the company because they didn't have the care support they needed, so the company knew it had to make a large effort to retain these crucial employees.

EVALUATION

Spearheaded by the Mothers/Parents group, Digitas critically evaluated a host of solutions to address the pressing care needs of the company's employees across the country. Digitas evaluated

Care.com against other online solutions, as well as more traditional care solutions. Ultimately, Digitas selected Care.com because of the superior quality of Care.com's provider network, as well as Care.com's rigorous and proprietary safety procedures. Digitas also chose Care.com because of the breadth of categories and services offered, which had broad appeal to the Digitas community, addressing the needs of not just women and parents, but also the needs of the entire diverse Digitas workforce. Additionally, the nationwide coverage and strength of the Care.com provider network was extremely important to Digitas, as the company has locations all across the country.

care@work
BY CARE.COM



DigitasLBI

OUTCOME

The rollout of the Care.com program was immediately greeted with excitement by Digitas employees. With a strong initial burst of sign ups, the Digitas group has continued to grow at a steady rate since its launch. With a utilization rate of more than 14%, child care services are the priority for 62% of Digitas' employees, but more than 1/3 have used the service for household and other family services.

Although the initial impetus for purchasing the Care.com benefit was for child care reasons, Digitas has deemed the program a success, meeting the needs of both parents and broader staff population. Additionally, Digitas employees have embraced value-added services like workshops and seminars on topics such as "Creating your back-up care plan."

EMPLOYEE TESTIMONIALS

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