



## Client Success Story

# Hallmark

### Workplace Challenge

Through an audit of their benefits, Hallmark determined that their existing, traditional agency back-up care solution was too costly and underutilized. This initiated a search for a more cost effective back-up care solution that would address the needs of their employees and enable a more productive workplace. As a multifaceted multimedia company, Hallmark hoped to find a solution that aligned with their corporate mission of connecting people and helping foster quality relationships.

## Evaluation

During the evaluation process, Hallmark looked both at traditional back-up care solutions as well as other online offerings. Their findings revealed that Care.com was far more cost effective than their former traditional solution and the services offered were considerably broader, which could positively impact more of their workforce.

Additionally, Hallmark found many synergies between their own corporate mission and Care.com's as they both were founded on a set of solid values and the desire to create meaningful and high quality connections between people. Care.com was selected as their partner of choice despite the slightly higher cost compared to other online offerings because Hallmark recognized the small premium gave them a higher quality product, a better user experience and a broader set of services from which their workforce could benefit.

Hallmark also cited Care.com's commitment to moving the work-life effort forward through their engaging webinars and events, where work-life experts are able to network and share innovative ways to support their workforce, as an indication of Care.com's dedication to creating productive and engaged workforces across the country.

## Outcome

Hallmark's employees were delighted to have access to Care.com. They particularly enjoyed the services available in addition to back-up care and within the first few months of having the benefit an equal number of employees were using the service for tutoring, housekeeping, pet care, senior care, and special needs care as those who were using it for childcare.

Within six months, results confirmed that Hallmark had met its objectives—lowering their program expenditures while addressing not only back-up care needs, but a broad set of needs across their workforce. With increased utilization and broader impact, Hallmark was able to expand their benefit impact while reducing overall costs, deeming the program a success.



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