

# CLIENT SUCCESS STORY



## WORKPLACE CHALLENGE

Michigan State University's environment is ruled by strong Midwestern values and an "I can do it myself" confidence. So, it's no surprise that most MSU benefits are provided by internal partners and liaisons, including work-life services. Prior to working with Care.com, work-life services for faculty, staff and students were being managed and delivered by an internal liaison for over 14 years. But after quality issues with their campus child care service arose, Michigan State decided it was time to look outside their walls for quality, expertise and options - that's when they started the conversation with Care.com.

## EVALUATION

Soliciting an external vendor for work-life services was a big deal to the university which is why they were explicit in defining their needs. Ultimately they were looking for a high quality solution that would address the broad needs of their faculty, staff and students all over the country. Care.com's breadth and depth of services, thorough safety procedures, and geographic scope so faculty could use the service when traveling or caring for aging parents in a different state appealed most to the work-life liaison and evaluation committee. The university felt they needed a progressive solution given the various needs of their diverse population and an easy-to-use website was the right way to support everyone on campus.

care@work  
BY CARE.COM



## OUTCOME

Once the program launched, students, faculty and staff began utilizing Care.com immediately. While 75% of users have used the service for child care purposes the university was pleased to see that 25% were using the site for other types of care such as senior care and housekeeping - all important to helping people manage work and life more effectively. When surveyed, a staggering 100% of faculty and staff reported that they would recommend Care.com to colleagues. In addition, Michigan State University has cited the importance of the Care.com approach to not only providing a quality service to help their university community address work-life demands, but also to driving ongoing utilization through continuous marketing efforts.

## EMPLOYEE TESTIMONIALS

"Thank you for supporting us with such a great service. Care.com definitely provides me with the confidence to hire a nanny."

**Shana K. Michigan State University**

"I used Care.com to find my provider... it was a great tool for screening and communicating with potential providers. Thanks for the awesome resource! I would recommend it to anyone, and actually have several times!"

**Careen L. Michigan State University**