

CLIENT SUCCESS STORY



WORKPLACE CHALLENGE

As a company that is known for its innovative technology, Google's employee programs are no less innovative. Recognizing the value of focused and engaged employees, Google makes helping its employees find quality care for their families a priority with a dedicated work-life and family programs group.

Although on-site childcare is available with multiple Google-sponsored and run centers, demand from the company's population of young, growing families far outpaced center capacity. Not to leave its valued employees without support, Google explored other options to help accommodate the families that were closed out of on-site childcare.

EVALUATION

The nationwide coverage and flexibility of the Care.com solution was well-suited to Google's diverse workforce as Google offices across the country vary widely in terms of demographic and cultural makeup, as well as

general care preferences. Although some locations tend to be more focused on finding nannies and others are more drawn to center-based care, Care.com accommodates the care needs and preferences of all Google employees.

While Google already had more traditional care solutions in place with multiple providers, the company's emphasis on the importance of high-quality care led them to choose Care.com as a complementary care resource for employees. Additionally, Care.com's exclusive relationship with NACCRRA (now known as Child Care Aware of America) was identified as an endorsement and indication of the safety and security practices employed by Care.com in the continual vetting and screening of providers.

Ultimately, Google turned to Care.com because the service provides access to tools, resources, and providers not available with other solutions.

care@work
BY CARE.COM



OUTCOME

Google launched the Care.com program at its on-site Child Care Expo in 2011. With Care.com child care experts available to answer questions about interviewing and screening nannies and babysitters, Google employees were impressed by both the depth and breadth of Care.com's services, and the launch was met with tremendous excitement by Google employees. From everyday to back-up care and pet sitting to senior care, employees were grateful that Google purchased this comprehensive care benefit to help them quickly and easily find care for their families.

After 6 months, as a result of the Care.com benefit being offered, feedback from Google employees using Care.com was conclusive:

- 97% stated that they felt Google cared about the wellbeing of their family
- 93% stated that they feel more positively toward Google
- 83% stated that they are better able to focus at work

As a result of this encouraging feedback, Google is planning further expansion of the availability of the program to include international groups.

EMPLOYEE TESTIMONIALS

"Care.com offers a pretty extensive search, with full background checks available. I always felt like I was in control of the process, and had the best available information."

- **Peter M., Google employee**

"Great interface, easy to use. I like the ability to post a job and have applicants reach out to me, instead of me having to search for applicants myself. Background references and checks are extremely useful. Has been a great experience."

- **Ian S., Google employee**

"My wife posted an ad on Care.com and found a wonderful nanny... We are quite happy."

- **Alex E., Google employee**

"After spending a month searching for nannies through free neighborhood forums, I was getting desperate. By the time I found out about my employer's free Care.com account benefit, I was even looking into taking unpaid leave from my job. Thankfully, I got a number of responses to my Care.com ad and after skimming through all the resumes, I was able to find the perfect nanny in just 4 interviews. Our nanny is tech savvy and web savvy; she sends me email throughout the day, and photos and videos she takes on her cell phone. My husband thinks she's great and my baby adores her."

- **Nina K., Google employee**

"My family and I are new to California and we used Care.com to search for a full time nanny. It had qualified nannies as well as background check and reference services. We found our nanny in 3 weeks and she is currently working full time for us."

- **Chris S., Google employee**