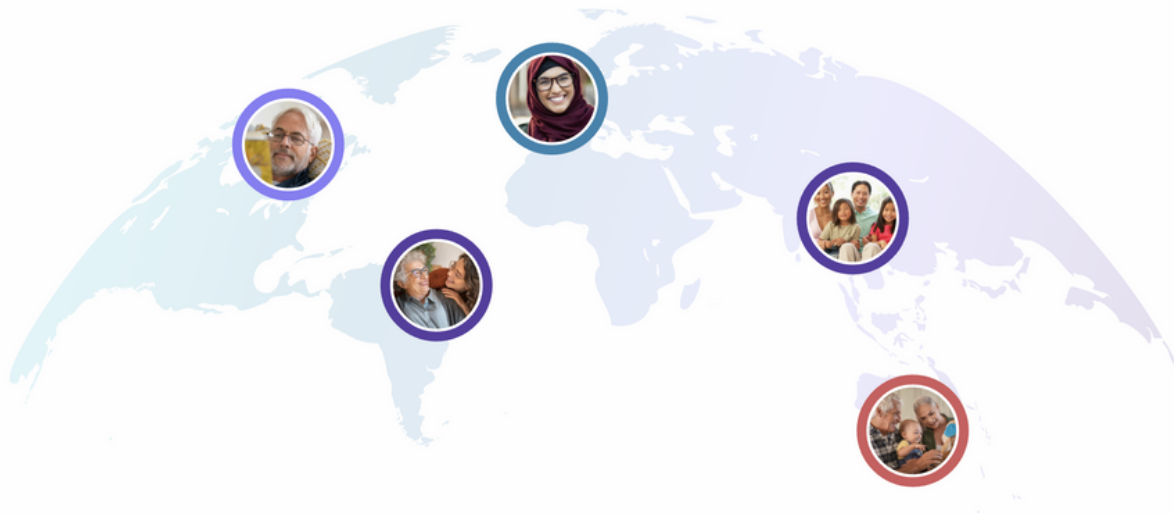


How DocuSign Engages Employees and Supports Well-being With Care Empowerment

DocuSign builds on its promise for a caring culture by leveraging Grayce to support caregivers across their global population



Workforce

Industry: tech

Employees: 7,000+

Demographic: global

Benefits:

- Grayce global care empowerment
- Care.com back-up care
- Spring Health mental health
- Maven Clinic fertility and milk delivery
- Origin financial wellness
- Wellness stipend

Challenges

DocuSign is a publicly-traded technology company headquartered in San Francisco, California. The company grew quickly during the pandemic and now has over 7,000 global employees. To support its expanding workforce, the company sought to invest in its employees' well-being to help retain, engage, and attract talent. For DocuSign, employee support is a core component of the company's culture, so their benefits strategy already included a mix of family care support. Yet, despite supporting a group for parents, offering back-up child and elder care with Care.com, and providing access to Spring Health for mental health, DocuSign discovered that employees were still struggling with the stress of caring for loved ones.



After seeing an increase in engagement from DocuSign's Employee Resource Group (ERG) for Parents during the pandemic, we knew we needed to re-open a conversation about inclusive support for all families. We discovered that navigating the challenges of caring for aging parents and other loved ones was just as stressful as caring for children. All care journeys deserve community and support. With the help of Grayce we evolved our Parents ERG to a more inclusive Caregivers ERG and heard appreciation for recognizing this need, and gratitude for the expanded and holistic support from members using Grayce.

Lena Waters, Executive Sponsor of Caregivers ERG and VP Global Demand Marketing, at DocuSign

At the beginning of the pandemic, DocuSign was working to understand the needs of its caregivers, defined as new and experienced parents as well as employees who are caring for adult loved ones (such as aging parents), children with different abilities, aunts or neighbors—or any other loved one, near or far—who may need support with daily activities, finances, or healthcare related activities/concerns. Utilization data showed employees had yet to engage significantly with back-up care, but their mental health benefit revealed that employees were still struggling with the stress that comes with caring for loved ones.



This insight prompted DocuSign to revisit a conversation about holistic family care that could support the entire global population and help address the root cause of stressors. Through employee discussions and surveys, DocuSign discovered the breadth of its caregiving employees and uncovered they wanted expert guidance, dedicated emotional support, personalized resources, and an extra set of hands to get it all done. They needed a holistic solution - one that would support the whole journey, including early independent or co-dependent stages, not just end of life or bereavement.

At that point, DocuSign's leadership felt their people needed a solution to help make it easier for those with caregiving roles to do the work of their lives. DocuSign decided to invest in its caregivers, by partnering with Grayce to provide holistic care empowerment for all global employees.



After examining employee engagement surveys and having conversations with employee groups, we found that employees were struggling in providing care for aging, ill, or vulnerable loved ones. It was really clear that we needed to support our employees in ways that we hadn't before. We chose Grayce because they offered holistic support to our global employees by helping to navigate all aspects of caring for a loved one. They made a difference. Based on our utilization and employee satisfaction, we realize that this was the right solution for our employees.

**Ellen Meza, Senior Director,
Global Benefits, Well-Being &
Mobility at DocuSign**

Solution

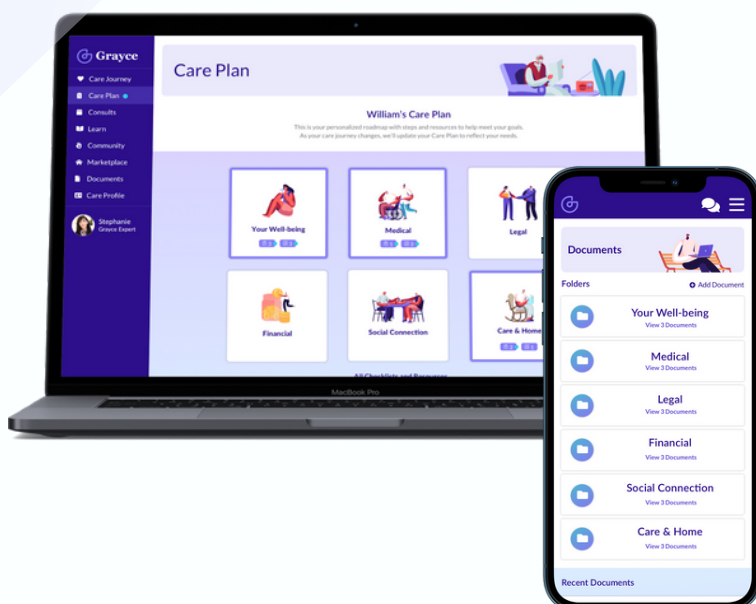
DocuSign identified and enlisted Grayce as a strategic partner to help elevate the company's commitment to supporting caregiving employees.

The strategy Grayce developed to launch DocuSign's first global family program entailed fostering dialogue on caregiving. Leaders and HR aimed to normalize the topic, proactively sharing their personal responsibilities and encouraging staff to seek support to sustain their well-being. Grayce's multi-pronged approach for DocuSign helped to educate its human resources business partners globally on how to identify and address caregiving needs.

Collaborating further with HR, Grayce helped identify and support employees taking family care leave. In addition, Grayce participated in a Caregivers ERG launch event, broadening the focus from parents to be inclusive of all caregivers, and helping to foster belonging among a population that often feels alone. Grayce also helped highlight caregiving employee allies to normalize discussion of care and eliminate the stigma that holds caregivers back from accessing support and improving their well-being.

As employees began coming forward, Grayce Experts supported DocuSign employees by developing relationships, designing personalized care plans, offering guidance for making complex decisions, delivering case-specific educational content through the tech platform, as well as concierge services that returned hours of productive time. Grayce's combined tech and services care model directly addresses the top three primary caregiver challenges: emotional stress of the role, knowing what to do, and time intensity. Grayce supports both DocuSign's caregiving employees and its HR leaders to help further the company's people-first culture.

The holistic empowerment solution your caregiving employees trust and the strategic partner HR relies on



Dedicated Expert Support

The industry's most highly trained experts dedicated to each employee and their family

Personalized Care Journeys

Personalized tech experience with care plans, trackers, content, community, and resources

23x

higher utilization than existing back-up care benefit

5★

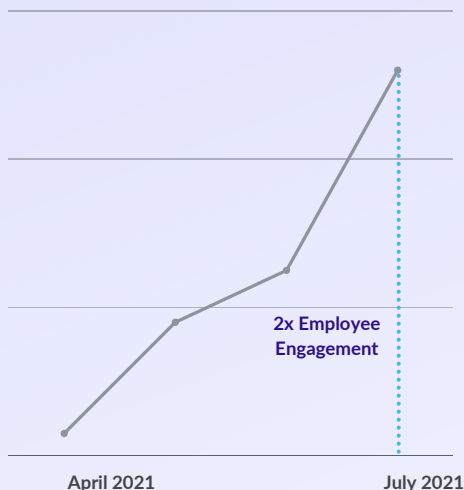
employee rating on Grayce Experts and App

Results

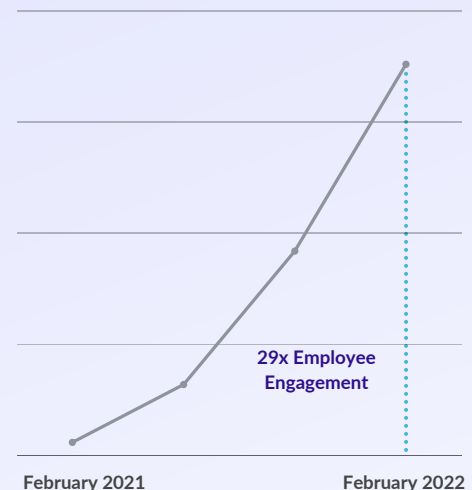
Grayce’s holistic care empowerment solution saw 23 times more DocuSign employee signups in the first three weeks than the company’s other caregiving benefits, including for first time employees around the world. After six months, the average member satisfaction with Grayce Experts and the app was 5/5. One DocuSign employee told HR, “As a caretaker for my father, it has been a great help to have my Grayce Expert guide this process and provide resources. I appreciate the sincere care and attentiveness that the team gives to our [family’s] unique situation.”

Total benefits utilization and health outcomes increased as a result of launching Grayce. Within the same month of launching Grayce in May 2021, the back-up care benefit utilization jumped from three to 16 days, with a sustained increase for a total of 88 days used (including elder back-up care for the first time), a 29-fold increase in employee engagement throughout the year.

Employee Engagement of Spring Health Since Launching Grayce



Employee Engagement of Care.com Since Launching Grayce





The mental health benefit more than doubled during its first three months after partnering with Grayce. Launching Grayce as a holistic care empowerment solution helped more employees engage with their benefits and get the care they needed.

With dedicated Grayce Experts supporting employees, many families received guidance and services for the first time. In fact, Grayce helped DocuSign leaders identify the breadth of caregiving needs for employees at every career level, across business functions, and from caregivers of any gender. These employees represented a range of domestic, international, and multi-national families. When asked about how Grayce affected the employee experience, one wrote, “The fact that DocuSign supports me to be successful in my career and in-home while I care for a vulnerable loved one, makes me feel proud of the culture and excited to grow with a team that really cares about their employees.” As a care empowerment solution and strategic partner, Grayce helps DocuSign fulfill its commitment to inclusive care for all families, as well as support the company’s business goals to strengthen employee well-being while retaining and growing the team.



Ready to talk to Grayce about holistic care empowerment customized for your company culture?

Visit withgrayce.com/contact to learn more.