

# Concierge Services for Working Parents: A Tangible Way Employers Can Help



## The Current Landscape

60% of Working Parents in the U.S. are Experiencing Burnout<sup>1</sup>

Parental burnout is more than just a family issue — it's an issue for employers as well. The crushing weight between personal and professional demands have pushed parents to the brink of exhaustion and its costing organizations millions of dollars a year in:

- Turnover
- Absenteeism and presenteeism
- Loss of institutional knowledge
- Reduced productivity

### Are You Giving the Working Parents in Your Organization the Help They Need?

The number one thing parents need is help with household chores, errand running and other personal responsibilities.

## Perspective Mismatch

**80% of employees** with caregiving responsibilities admitted it affects their productivity.

**80% of working parents** say their responsibilities at home keep them from doing their best at work.

**Almost 32% have left a job** because they couldn't balance work and family duties.

**Only 24% of employers** believe caregiving influences their workers' performance.<sup>2</sup>

## Benefits Mismatch

The biggest reason working parents and caregivers give for leaving is "unaffordable costs of paid help."

### Only 4% of employers offer:

- Programs and services that directly help employees offload personal errands and help at home tasks
- Childcare and eldercare subsidies
- Company-affiliated, on-site childcare<sup>3</sup>

## The Solution

Concierge services used as an employer-funded, employee benefit are uniquely suited to reduce work-life friction for parents. Offloading tasks and errands to a dedicated concierge:

- Eliminates the mental load of never-ending to-do lists.
- Reduces the number of hours employees spend on household responsibilities and chores.
- Gives parents more time to focus on their families rather than constantly playing catch up.

## A Perfect Match

The mental load — an endless, running to-do list — is the invisible labor involved with managing a household and family, and most often falls on women. Here are some categories of that never-ending list, and how Best Upon Request helps with it all.



### Meal Planning

- Shop for groceries
- Deliver dinner, lunch or catering order
- Research recipes, meal plans or personal chefs



### Child Care

- Research and vet child care options
- Shop for school supplies
- Drop off a forgotten lunch at school



### Events & Travel

- Research, schedule and plan a vacation
- Take or schedule car to get serviced
- Organize a party
- Shop for a birthday present



### Home, Etc.

- Research and schedule contractors
- Drop off, pick up or schedule dry cleaning
- Assist with shipping needs
- Repair that broken watch or jewelry

1 <https://www.hrdiver.com/news/60-of-working-parents-suffer-from-burnout/526612/>

2 <https://www.workingmother.com/companies-have-no-idea-how-much-employees-struggle-to-balance-caregiving-and-work>

3 Society for Human Resource Management's Employee Benefits 2019 survey

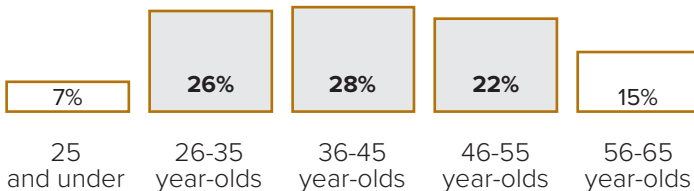
# Concierge Services for Working Parents: The Proof

## The Gift of Time

On average, each service saves an employee 1.5 hours. The more services employees request, the more time they save.

## Help Every Generation of Working Parents

Out of our national customer-base, 76% fall into the age range of families with children living at home and the sandwich generation, people “sandwiched” between caring for their children and their aging parents.



### Top service categories for these age groups include:



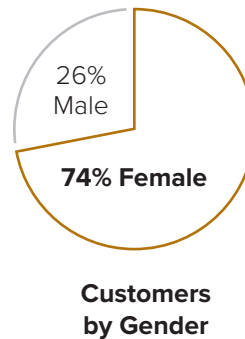
“ As a working mom I do not have time to run errands. By the time I get home, make dinner, and bathe my children, it is bedtime. I cannot begin to tell you how much this program helps me be a working mom.

“ As a busy single mom, I SO value this service. Everyone is so helpful, and it saves me so much time every week. This service is one of the major factors driving my high level of job satisfaction.

“ This service is a game changer; between three kids, caring for aging parents and frequently traveling for work, it keeps me sane.

## RETAIN WORKING MOTHERS

Break the cycle of recruiting and losing female talent to the overwhelming demands of work and home.



“ This service has allowed me to be a full-time working mom.

## HELP WORKING DADS TOO

“ I’m blown away that my company offers this benefit. As a single dad, working full-time, I struggle to balance it all. The concierge service really helps.

## The ROI for Employers

Investing in working parents’ lives can have long-term returns for employers:

- Attract better talent
- Reduce attrition rates
- Improve productivity

Employers are losing millions of dollars each year to turnover, absenteeism and diminished productivity.

Best Upon Request can help. Benefits like our concierge program that help lighten the burden of household chores and child care responsibilities are for every employee at every level of every organization.

**Let’s connect to design a program that works for your organization and the needs of your employees.**

### Featured In:

Forbes

Parents

WORKING MOTHER

TODAY

the BUMP

WSJ

AMERICAN BANKER

FAST COMPANY