



Case Study

Allianz Full-service on-site Childcare Center

Executive Summary

Challenge

In 2010 Allianz Suisse started the project Wallisellen for its new headquarter in Glattbrugg and sought to establish its company as employer of choice.

Solution

Allianz Suisse hired the kcc group consulting service to evaluate what type of childcare would best suit their employee population. Allianz Suisse decided to set an example for the combination of family and work by investing in the set-up of a full-service on-site childcare center operated by globegarden.

Benefits

- Reduced turnover and unscheduled absenteeism
- Higher and faster rate of return after maternity leave
- Enhanced recruiting competitiveness
- Strengthened commitment between the company and employees
- Enhanced positioning as an employer of choice

Challenge

Allianz Suisse is one of the most important insurance companies in Switzerland with revenues from insurance premiums of about CHF 3.9 billion. The business units comprise insurance, provision and financial services. Allianz Suisse employs 3'800 employees and with 40 general agencies as well as the internet portal allianz24.ch the company is able to provide services to its over 930'000 private and more than 100'000 corporate clients. Allianz Suisse is part of the global insurance group Allianz, headquartered in Munich, Germany. Allianz is the second largest international insurance and financial services organization with locations in over 70 countries worldwide. Allianz Suisse is an official partner of the Swiss Red Cross.

Allianz Suisse currently builds its new headquarter in an 18 store-tower at the Richti-Areal in the Glattzentrum. All employees will move into the new headquarter in Summer 2013. Allianz Suisse understands the importance of building and maintaining a culture that supports its employees' varying needs. The Richti-Areal will be developed as an area with shopping centers, restaurants and coffee places, fitness and cleaning services as well as passages and parks. Allianz Suisse is committed to set an example to help its employees balance the competing demands of work-life balance and family.

"We have set our mind on supporting women and families better. Today we already provide part-time jobs and Home Office Solutions. Due to the new office location we are offering up to date working conditions. Including a Full-service childcare center, which will set new standards. We will gain attractiveness as employee and are able to provide career paths, where family and job are compatible."

- Manfred Knof, Allianz Suisse employee



Results

To create a true partnership with Allianz Suisse's employees, the communications plan included:

- Integration of the childcare centers as part of the marketing and communication strategy Wallisellen
- Presentation of childcare center to opinion makers and special representatives within the employees
- Tours of the childcare center for employees
- Information mailings to the employees

By providing its employees with a high-quality on-site childcare center including financially supported places for low-salary employees Allianz was able to meet the needs of its workforce.

A clear target is that families which use the childcare center represent all areas and levels of the company, and usage is nearly evenly divided among executives, mid-level managers, and administrative employees.

Solution

Allianz Suisse aims to create a true partnership with its employees at the new headquarter especially focused on setting an example in the area of work-life balance and supporting the combination of family and work. Allianz Suisse hired the kcc group's consulting services to evaluate what type of childcare would best suit their employee population. Allianz Suisse decided to enter the corporate program and determined to invest into an on-site full-service childcare center at their new headquarter in Glattbrugg was the best choice. When it opens in 2013, the globegarden childcare center at Allianz Suisse will be the first of its kind in Switzerland and Allianz Suisse will be one of the few companies in the country to offer an on-site full-service childcare center.

For the set-up of the childcare center a project team of the Allianz Suisse Human Resources, the project management Wallisellen, the real estate company Allreal Group, the architectural office Wiel Arets Architects and the kcc group was formed. The project was implemented in three phases. During the first phase, the planning process, an assessment of needs, calculation of costs and benchmarking were provided by the kcc group. The second phase included the architectural planning process as well as presentation of different solutions of facility and interior design standards in order to create a unique and outstanding children's environment. The third phase involves project implementation, construction management, recruitment of pedagogic staff, definition of the marketing and press strategy and employee consulting.

About Allianz

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About the kcc group

the kcc group is a provider of employer-sponsored child care, back-up care, education and work/life solutions. Under the brand globegarden, the organisation establishes and manages bilingual preschools in Switzerland. globegarden stands for high quality education, long opening hours, individual early learning concepts as well as bilingual education in German and English. the kcc group is specialized in the set-up of childcare centers close to where parents work. These are locations near big companies, in business parks, near clinics, airports or government agencies.

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