



# Case Study

## Boston Consulting Group Backup Care

### Executive Summary

#### Back-up childcare created significant cost benefits for BCG

When employees miss work, the organization suffers both in terms of productivity and lost billings.

#### Challenge

As one of the world's largest management consulting firms, BCG must recruit and retain leading talents in a highly competitive industry. The firm continually strives to meet the needs of its working parents as well as employees entering their child-rearing years.

#### Solution

Offer back-up child care to employees at all globegarden childcare centers.

#### Benefits

- Enhanced recruiting competitiveness
- Improved productivity and reduced absenteeism by assisting employees with their back-up child care issues
- Strengthened culture by providing quality care for the children of its employees

### Challenge

With more than 4,400 consultants in 72 offices worldwide, The Boston Consulting Group (BCG) is one of the world's most prestigious management consulting firms. The Zurich office was founded in 1989 and hosts now over 140 consultants and industry experts. The firm takes pride in the talent of its people, the highly diverse mix of nationalities and personalities of varied international educational backgrounds and different business experiences, the depth of its expertise, and the teamwork employed in responding to its clients' needs. To effectively recruit and retain the talented consultants and staff members necessary to serve its global client roster, BCG must provide a competitive set of benefits that helps employees effectively balance their work and personal lives. BCG is committed to a work environment that supports career growth, teamwork, and work/life balance. To sustain this culture, the firm has instituted a variety of programs such as more flexible and part-time work arrangements including home office, maternity and parental leave. Even with these comprehensive work/life supports, BCG still needed to provide a deeper solution for its working parents entering their child-rearing years.



## Benefits Achieved

*Providing a back-up child care benefit to its employees has enabled BCG to successfully retain leading talent and key employees in an extremely competitive market. By providing the support that working parents need, the firm has experienced a significant return on its investment, including:*

- *Enhanced recruiting competitiveness*
- *Improved productivity and reduced absenteeism by assisting employees with their back-up child care issues*
- *Strengthened culture by providing quality care for the children of its employees*

*As a result of its comprehensive work/life programs, the firm has been recognized with several workplace awards, including being named in the FORTUNE magazine's "100 Best Companies to Work for" in 5 consecutive years. BCG is also the only firm to have been listed every year in Consulting Magazine's "Best Firms to Work For" list, since its inception in 2001.*

*I have used the emergency care option when my nanny was on holidays. I've been so happy with the flexibility and friendliness of the whole globegarden team. Especially great was the extra bit of care my daughter received, when she exactly felt my own insecurity and bad conscience, when I had to run off to work.*

*– A BCG employee and mother of one daughter*

## Solution

An analysis together with the kcc group showed that the typical working parent at BCG sets up childcare by hiring a nanny and booking 3 days of childcare at a nursery. BCG decided to focus on meeting the needs of parents who experience breakdowns in their regular childcare arrangements when the nanny is sick or on holidays, nurseries close during holiday times or regular work hours or days are different to the standard schedule due to business trips, oversea trainings, project needs or else.

The firm began this initiative by purchasing a corporate membership at the kcc group for the babysitter & nanny web-community globesitters.org as well as entering the back-up care program with flexible emergency and holiday care until 21.00h on a day-to-day basis in all of globegarden's childcare centers.

### About The Boston Consulting Group

BCG is one of the world's largest management consulting companies, with more than 4,400 consultants in 69 offices worldwide. The Zurich office was founded in 1989 and hosts now over 120 consultants and industry experts. BCG's principal commitment is to provide superior service to its clients. The firm takes pride in the talent of its people, highly diverse mix of nationalities and personalities of varied international educational backgrounds and different business experience, the depth of its expertise, and the teamwork employed in responding to its clients' needs.

### 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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