



Case Study

Credit Suisse

Executive Summary

Challenge

Credit Suisse seeks to expand the support provided to its international workforce in the area of childcare solutions.

Solution

Credit Suisse...
...purchased a kcc corporate membership
...is a member of the babysitter & nanny service globesitters.org
...entered the back-up care program and
...reserved places at globegarden childcare centers.

Benefits

- Increased recruitment, retention, and advancement of working parents
- Extended commitment to its diverse and international workforce
- Comprehensive solution for employees on every level
- Established the firm as an employer of choice and solidified their reputation
- Wide ranging recognition through several relevant awards

Challenge

Award-winning financial services company Credit Suisse has earned a reputation as an innovative, international, forward-thinking, global organization. The firm employs more than 20'000 employees Swiss-wide, providing a full range of financial services to domestic and international clients all over the world.

Commitment to the employee as a whole is embedded in the fiber of the firm, which has been a corporate member of *Verein Childcare Services* and *Verein Arbeitgeberkrippen* as well as *Familienservice* since the middle of the 1990s. In addition, Credit Suisse founded its own employer-sponsored childcare centers, which is nowadays managed by *Verein Childcare Services*.

Yet Credit Suisse still actively pursues strategies for extending work/life benefits for all employees in order to remain an employer of choice, but also to showcase their core values. As part of these strategies, Credit Suisse was looking for childcare place reservations and back-up care solutions located nearby the workplace of employees. A further aim was to provide attractive family solutions for the growing number of expatriates working at Credit Suisse.

*“When my wife and I came back to Zürich from London, we wanted our children to keep the advantage of the English language. All preschools were booked but Credit Suisse had places reserved at globegarden. What a relief for us - now my children remain fluent in both languages.
- A Credit Suisse employee and father of two*



Results

Providing employees with a breadth of diverse care solutions has fostered tangible results for Credit Suisse, including:

- Increased recruitment, retention, and advancement of working parents
- Extension of the firm’s commitment to providing resources that reflect and support their diverse workforce
- Establishment of firm as an employer of choice in the banking industry, as well as the furthering of its favored reputation in the cities of Zürich, Zug, Schaffhausen and Basel
- Prestigious recognition, including ranking as “100 best companies for Working Mothers” or “Leading HR Practices in Quality Work-Life, Mental and Physical Well-being Award 2010” or “Work-Life Achiever Award 2006 und 2010”

Solution

In 2009, the kcc group launched the bilingual web-community globesitters.org, a platform that matches families and care experts. Credit Suisse purchased a corporate membership and was thus able to provide childcare benefits that met employees' in-home care needs for all of its Swiss based employees.

When the first globegarden childcare center opened at Talacker, right nearby the main Credit Suisse offices at Paradeplatz, Credit Suisse entered the back-up care program with flexible emergency care on a day-to-day basis. At the end of the year, Credit Suisse and globegarden launched a parents survey which revealed a further need for childcare places. Consequently, Credit Suisse reserved several places at the opening of the second center in Zürich.

globegarden has now opened further centers in Zug, Schaffhausen and Basel. Credit Suisse expanded the service offering to all of the centers by centrally reserving places, taking advantage of globegarden as an over-regional childcare operator. Credit Suisse furthermore sponsors childcare costs for employees.

By choosing globegarden in addition to local childcare solutions, the company was able to extensively expand its childcare services and to meet the high demands of a more and more internationally oriented workforce.

About Credit Suisse

Credit Suisse is one of the largest financial services provider world-wide. Headquartered in Zürich, the company has over 49'200 employees providing companies, institutional clients and high-net-worth private clients worldwide, as well as retail clients in Switzerland, with advisory services, comprehensive solutions, and financial products. As a global bank serving clients in every region of the world, cultural diversity is essential to its success. Credit Suisse strives to create an open, respectful workplace that encourages people to work together and to deliver superior products and services and support the prosperity of its stakeholders.

About the kcc group

the kcc group is a provider of employer-sponsored childcare, 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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