

Maternity Concierge Success Story



Fifth Third Bank Bancorp (Fifth Third) partnered with Best Upon Request to provide maternity concierge services for its employees as part of the organization's strategy to retain more female talent and diversify its leadership pipeline.

Working mothers who enrolled in the concierge program were almost 25% more likely to remain at the bank six months after returning from maternity leave.

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Challenge

Fifth Third actively recruited and promoted female talent, but these strategies weren't increasing gender diversity at the organization's most senior levels.

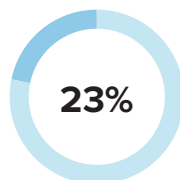
Despite the bank's strong female workforce, only 23% of senior-level management positions were occupied by women.

In contrast, women represented 50% of low- and mid-level management.

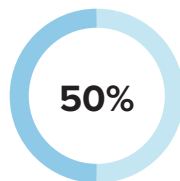
These numbers suggested that somewhere on the way to the top women were hitting a wall.

Upon further analysis, Fifth Third discovered the significant drop in female talent at the mid-management level coincided with when they started having children. Women who took maternity leave left the bank in the 12 months after returning to work at twice the rate of other women.

Lack of support during the transition of becoming a new mom had become a barrier to women's career advancement, making it more difficult for Fifth Third to diversify senior leadership.



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At A Glance - First Four Years



Top Five Service Categories (outside of consultations and touchpoints)

1. Resource Distribution
2. Party Planning
3. Maternity Advocacy
4. Information Research (Pregnancy and Back to Work)
5. Administrative Services



Total Services
17,959



Hours Saved
22,180



Survey Results

I am satisfied with my experience with the Maternity Concierge.

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The Maternity Concierge helped me feel more prepared.

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This service makes me feel valued by my employer.

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I am more likely to stay with Fifth Third Bank because of this service.

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Solution

To overcome this challenge, Fifth Third's leadership decided to build upon the success they were having with another employee benefit — Best Upon Request's (BEST) concierge and errand running services.

Fifth Third, in collaboration with BEST, created the Maternity Concierge Program, a new benefit seeking to help female employees during what many women see as the most challenging time in their careers — when they choose to start a family and the transition back to work.

The complimentary program supports the bank's working mothers from pregnancy through their babies' first year and includes assistance with everything from finding child care to planning baby showers. Maternity Concierges can help expecting moms order breast pumps through insurance,

schedule meal deliveries, locate photographers for pregnancy portraits, order birth announcements and find the best deals on top-rated baby gear like strollers and cribs.

"They'll do things you don't feel like doing when you're seven or eight months pregnant," Laura Trujillo,

Fifth Third's public relations senior manager, explained. "They'll grocery-shop for you and put groceries in your refrigerator."

Overall expectant and new moms have access to a variety of services that make their work and personal lives more manageable.

“ We set out to create a program not just to help working moms. We set out to create a program to advance women in senior leadership.

Teresa Tanner, former chief administrative officer, Fifth Third Bank

“ At Fifth Third, we see inclusion and diversity as a strategic imperative and integral to the ongoing vibrancy of our culture.

Greg Carmichael, executive chairman, Fifth Third Bank

Results

In the first four years after the Maternity Concierge program's launch in January 2017, more than 750 of Fifth Third's employees who were pregnant or had an infant in over 100 cities have benefited from the maternity concierge services.

Women who enrolled in the program are almost 25% more likely to stay at the bank six months after returning from maternity leave than women who didn't use the program.

In addition, more than three-quarters of women who used the service said they are more likely to stay at Fifth Third because of the program, according to an internal survey.

The maternity concierge benefit has been covered by more than 80 media outlets, including the TODAY Show, The Wall Street Journal and Forbes.

Fast Company rated it as one of the "Top 11 Innovations That Made Women's Lives Better In 2017."

Fifth Third has also picked up some national honors for offering BEST's Maternity Concierge Program, such as a place on Entrepreneur magazine's "100 Brilliant Companies of 2018" list.

The accolades have increased Fifth Third Bank's visibility as an employer of choice and solidified its reputation as a family and women-friendly organization.

