



How Horizon Retains Their Employees

With Childcare as
a Benefit



Location:
NY and LA

Employees:
2,000

Industry:
Media

Contact us

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Challenge

Retention and growth of parent population

With a growing parent population that had child care responsibilities competing with career growth, Horizon was searching for a high quality child care benefit help retain and support or grow their valued employees.

Horizon needed a child care offering that was:

- Aligned with parents' needs in terms of quality, coverage and location
- Broadly accessible and scalable to the entire population of working parents
- Flexible in cost and scope
- Family-focused service and hospitality

Solution

Flexibility and excellence for each Horizon family

In partnership with Horizon's Employee resource group and Chief Talent Officer, Eileen Benwitt, Vivvi designed a comprehensive program that makes exceptional care and learning accessible across Horizon's organization.

The solution that Vivvi and Horizon implemented included:

- Subsidized full time care for parents returning to work
- Fully subsidized emergency backup care for all Horizon families
- Parent Education and Community initiatives that align with parent needs and Horizon culture.



“The challenges working parents face are plentiful and far reaching. Horizon’s culture is steeped in employee customization and this is another example of how knowing what matters aids in supporting our valued community. The feedback from our employees has been nothing but positive.”

Eileen Benwitt, EVP, Chief Talent Officer, Horizon Media



Results

Horizon employees quickly gravitated towards their new benefit. Within eight months, they were seeing results that help them achieve their goals to retain, grow and care for their people, and strengthen their reputation in Forbes as one of the best places to work for women.

Utilization
95%

Allotted backup care days reserved or used

Retention
100%

Retention rate among mothers involve in the program

ROI
13.6x

Return on investment for each day of backup care used

ROI
\$500K

Return on investment in full time care



"Horizon has an award-winning culture with many unique perks. Our partnership with Vivvi has quickly risen to the top of my list. As a first-time parent heading back to work, knowing that Amelia is flourishing with a well-designed curriculum and only an elevator ride away has provided peace of mind. I feel extremely fortunate to work for a company I love that supports me both professionally and as a parent."

Amanda Hamilton, Horizon Mom



**A more engaged
workforce is yours
to create.**

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