



VIACOM

Executive Summary

CHALLENGE

In 1994, Viacom found that its home-based emergency child care program for working parents suffered from low utilization. A parent survey indicated that parents were looking for other alternatives to solving child care breakdowns.

SOLUTION

To deliver on its commitment to support working parents, Viacom secured memberships in consortium back-up child care centers for the use of its employees.

BENEFITS

- ◆ Reduced turnover and absenteeism
- ◆ Strengthened commitment between the company and employees
- ◆ Enhanced positioning as an employer of choice
- ◆ Support for diversity efforts

RETURN ON INVESTMENT

When employees miss work, the organization suffers a loss of productivity. Viacom quantified the positive impact of back-up child care on the organization:

- ◆ Employee Days Saved in 2005: 528
- ◆ Productivity Savings: \$164,492
- ◆ Total Savings Since 2000: \$928,000

CHALLENGE

Viacom is one of the leading global entertainment content companies, with prominent and respected brands in focused demographics across virtually all media. With thousands of employees worldwide, Viacom understands the importance of building and maintaining a culture that supports its employees' varying needs. The company offers a variety of work/life programs to help its employees balance the competing demands of work and family.

To support parents who experience breakdowns in their primary child care arrangements, Viacom originally offered access to home-based emergency child care through a third-party provider. This program alone was not meeting employees' needs and suffered from low utilization. In 1994, an employee survey revealed that parents needed an alternative to home-based care for when their regular child care arrangements broke down. Viacom recognized it needed to broaden its offerings to provide other back-up care options to working families.

SOLUTION

Viacom purchased memberships in a consortium back-up child care center in New York City managed by ChildrenFirst, now part of Bright Horizons.* The consortium back-up care model provided the consistent service, quality, security, and educational requirements to meet Viacom's high expectations. Following the program's initial success, Viacom expanded the service offering to employees at six locations throughout the United States.

To ensure ongoing success and maintain high utilization of the back-up child care program, Viacom developed an integrated communications plan to educate parent employees about the benefits of the program and the quality of the centers and staff.



*ChildrenFirst Inc. joined Bright Horizons Family Solutions in September 2005.

*I am so glad Viacom offers this wonderful benefit.
I did not have to take time off and was able to relax and do my job knowing
my child was safe and happy.*
– Viacom Director



Results

BACK-UP CHILD CARE CREATED SIGNIFICANT COST BENEFITS FOR VIACOM

When employees miss work, the organization suffers both in terms of productivity and commitment. Viacom quantified the positive impact of back-up child care:

- ◆ Employee Days Saved in 2005: 528
- ◆ Productivity Savings: \$164,492
- ◆ Total Savings Since 2000: \$928,000

To create a true partnership with Viacom’s employees, the communications plan included:

- ◆ Branding the program as ViaKids to create a connection to the Viacom culture
- ◆ On-site events and program fairs at Viacom offices
- ◆ Informational mailings to the homes of Viacom employees
- ◆ Tours of the child care centers for Viacom employees and senior management

By providing its employees with high-quality back-up care in consortium centers, Viacom was able to meet the needs of its workforce. Viacom reports that the easy registration process and the high levels of quality in the consortium centers have had a direct influence on the increase in back-up child care center utilization. Families that use the centers represent all areas and levels of the company, and usage is nearly evenly divided among executives, mid-level managers, and administrative employees.

BENEFITS REALIZED

The ViaKids program has experienced a significant increase in use since its launch, delivering significant results for the media company, including:

- ◆ Reduced turnover and unscheduled absenteeism
- ◆ Strengthened commitment between the company and employees
- ◆ Enhanced positioning as an employer of choice
- ◆ Support for company’s diversity efforts

METHODOLOGY

Employee Days Saved:

Actual center uses by employees.

Percentage Usage:

Percentage of employees who stated they would have missed work had the center not been an option.

Absenteeism Savings and Productivity:

The organizational savings of avoided unscheduled absences. Absenteeism is calculated by Absences x Daily Loss. Daily loss = Salary + Benefits (35% of salary) / Work Days per Year (260).

ABOUT VIACOM

Viacom is one of the leading global entertainment content companies, with prominent and respected brands in focused demographics across virtually all media. Offering programming and content for television, motion pictures and digital platforms, Viacom’s world-class brands include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, CMT, Country Music Television, Spike TV, TV Land, Logo and more than 100 networks around the world), BET, Paramount Pictures, Paramount Home Entertainment, DreamWorks SKG and Famous Music. More information is available at www.viacom.com.

ABOUT BRIGHT HORIZONS

Bright Horizons Family Solutions is the world’s leading provider of employer-sponsored child care, early education, and work/life solutions. Conducting business in the United States, Europe, and Canada, Bright Horizons manages child care centers for more than 600 leading employers.



For more information about Bright Horizons Family Solutions, call 800-324-4386 ext. 1600 or e-mail clientservices@brighthorizons.com.

200 Talcott Avenue, South ♦ Watertown, MA ♦ 02472 ♦ www.brighthorizons.com