

SUMMARY

Liberty Mutual

THE CHALLENGE

When the COVID-19 pandemic began, Boston-based Liberty Mutual knew it needed to offer responsive support for its 45,000 employees to minimize disruption and increase employee resilience.

THE SOLUTION

To identify the best ways to help, Liberty Mutual conducted a series of focus groups to learn about the challenges related to employees caregiving responsibilities and what the company could do to help. In response, Liberty Mutual offered a variety of tools. One such tool was a company-paid subscription providing at-home learning activities and tutoring services to support employees' children's online learning. They also offered an online dashboard with digital tools to help employees find child and elder care to meet their needs and offered up to 10 days of emergency backup. In the end, they conducted focus groups in both 2021 and 2022 to adapt their offerings to the evolving needs of their employees.

THE RESULTS

By first listening to their employees, Liberty Mutual was able to tailor their offerings toward the benefits that employees would most value. And by conducting regular focus groups, they were able to adjust the benefits as employee needs evolved. Through this input, they were able to recognize that employees needs differed and that, for example, employees struggled with elder care in addition to child care. These benefits and their contributions to company culture improved employee retention and likely contributes to successful recruitment of new employees.

CASE STUDY SOURCES

www.shrm.org