

Nextdoor Discovers One of its Most Talked-About Benefits, Supporting Inclusion and Care Empowerment

Leading with empathy, Nextdoor launches Grayce as a holistic family benefit to build belonging for all employees across the globe with care responsibilities.



Challenges

Nextdoor's mission is to build a kinder world where everyone has a community they can rely on, a place to belong. That's why the global company's benefits and perks already included a mix of options to show kindness to its people and the communities they belong to ranging from family-forming, childcare, mental health, financial support, and more. However, having experienced caregiving challenges firsthand, Nextdoor's people team believed employees could benefit from caregiving support. Nextdoor sought to learn about the prevalence of employees caring for loved ones, understand their needs, and evolve its family benefits program to be more inclusive.

Discovery

Grayce first helped Nextdoor start a conversation about caregiving and enlist sponsorship at the executive level. They discovered more than 75% of employees have care responsibilities and the extra role causes so much stress that some felt they couldn't succeed, take advantage of career opportunities, or share with anyone how they were struggling. Additionally, Nextdoor learned employees are caring for all types of loved ones - parents, kids, spouses, grandparents, siblings, and others. Lastly, Nextdoor discovered that employees with care needs are highest in senior leaders and diverse talent.



Voice of People Lead

We wanted to help employees who are struggling, who preferred to deal with this privately. With Grayce, we were able to hear from them directly.

- Shandi Ortiz, People and Talent Operations Lead, Nextdoor

Workforce

Industry: tech

Demographic: global

Benefits & Perks:

- Care empowerment: Grayce
- Family planning: Cleo, Carrot
- Childcare: UrbanSitter
- Financial: Origin
- Legal: RocketLawyer
- Mental Health: Modern Health
- Wellness: stipend
- EAP

Solution

Nextdoor needed a global solution that helped all employees across all care scenarios to show up for their loved ones. That's why the company decided to extend Grayce, the only global care empowerment solution, to help employees relieve care stress by building the confidence, knowledge, and ability to succeed. Unlike point solutions such as care coordination or backup care, Grayce takes a holistic approach through a combination of dedicated expert concierge services and a personalized, tech-enabled care journey. With Grayce, every employee is matched to a dedicated expert for ongoing emotional support, expert guidance, and concierge support through every step in their journey. The Grayce tech platform further supports people navigating their care journey with curated educational content, organization tools, group classes, document trackers, resources, and community connections with other caregivers. Without any geographical limitation, Grayce is proud to offer a global caregiving solution across all modalities including video, phone, and chat.

Nextdoor supports caregivers globally for the first time.



10%

utilization

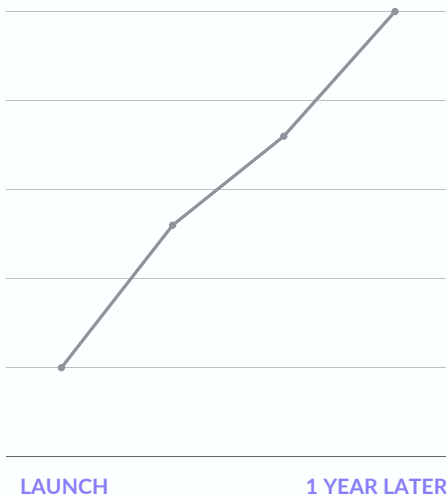
4.9 ★

employee rating on Grayce
Experts and App

42

care interactions per member
on average

Employee utilization 5X
expectations



Results

Nextdoor initially took a measured approach to listen and learn from employee needs. However, employee feedback and utilization was so strong (10%), that the people team repeatedly expanded employee support. Overall employee satisfaction is 4.9 out of 5, and a perfect 5 for Grayce Expert consultations. When asked about their experience in a member satisfaction survey, Nextdoor employees agreed being offered Grayce makes them feel included and the company cares about their well-being, especially by employees around the world in Europe and Asia receiving care support for the first time. In addition, the majority of employee respondents reported Grayce helped them miss less work, avoid leaving their job, or reducing their hours. More than half responded they are more likely to stay longer at their employer because the company offers Grayce, and they feel the company cares about their well-being.

Grayce engaged employees across the age spectrum



Not only was utilization more than 5X what Nextdoor expected, but employees began talking about Grayce more than most other benefits. For the first time, people began sharing publicly on internal messaging boards and in ERGs about how stressed they are from care activities and how Grayce was able to help them. HR heard from both employees sandwiched by care needs as well as those caring for others, or even navigating their own care journey. Within weeks, Nextdoor's CEO expressed how glad she was that they offered Grayce.



"Progressive companies will look to providers like Grayce for leading-edge solutions for family support. Employees are increasingly looking for real help from their employers when life's challenges inevitably come up. Grayce offers a comprehensive set of tools and custom solutions - including direct access to experts - that have been the difference between our employees suffering during a time of personal challenge and persevering until they were back on their feet."

- Bryan Power, Head of People, Nextdoor

Launching Grayce as a holistic care empowerment solution helped differentiate Nextdoor as an employer that cares for its people. In fact, Nextdoor's recruiting team has found leveraging Grayce as a magnet to attract top talent to be an extremely valuable tool during a high-growth stage when the company prepared to go public in November 2021. International employees, especially in Europe, expressed during onboarding that they were impressed and happy Nextdoor had relevant benefits for their lives.

As a care empowerment solution and strategic partner, Grayce helps Nextdoor fulfill its commitment to inclusive care for all families, as well as supports the company's business goals to strengthen employee well-being while retaining and growing the team.



"To say that I nearly wept is an understatement. As someone who hates to ask for help, this relief washed over me like a waterfall on a summer day. Again, a thousand thanks and highly recommend!"



"Thank you so much for the Grayce benefit!!"



"I hope my employer will keep Grayce as a benefit forever."



"Made a tough conversation easy."



"Staff is LOVELY."

Looking for a holistic caregiving benefits partner for your global workforce?

Contact us at withgrayce.com/contact

