

Case study

Why a Global Tech Company Switched to UrbanSitter and Never Looked Back



A global social media company with 5,000 employees transitioned smoothly from a rigid, traditional backup care model to UrbanSitter's flexible program. The switch reduced costs, curbed policy misuse, expanded global access, and required minimal lift from HR.

The problem

The company's legacy backup care program was costly, hard to manage, and left employees frustrated when they couldn't find care.

- **Prepaid care bundles led to wasted spend and steep overage fees**
- **Widespread policy misuse created ongoing issues for HR**
- **Limited coverage failed to support all employees in the U.S. and 26 international regions**

The solution

UrbanSitter delivered a fully customized benefit with in-home, center-based, and out-of-network care for U.S. and international employees—plus guardrails to prevent abuse.

- **No pre-payments for care. Transparent, pay-as-you-go model**
- **Reimbursement in 100+ local currencies**
- **Flexible program that allows HR to specify reimbursable services**
- **Built-in controls to curb abuse**
- **Seamless technical implementation and onboarding—no heavy lift for HR**

The impact

UrbanSitter replaced a costly, outdated vendor with a modern backup care solution that delivers. Employees have reliable access, HR spends less time managing the benefit, and the business sees measurable savings.



25% increase

in benefit enrollments



200+ bookings

per month



95%

of employees rated their
care providers 4+ stars



**Significant cost
savings**

vs. previous vendor

"UrbanSitter's structure is much more transparent and cost effective. I don't have to contact customer service as often. When I do, I always get satisfaction quickly."

- HR benefits manager

Ready to modernize your backup care benefit?

Learn more at benefits.urbansitter.com or contact us at partnerships@urbansitter.com.