



At a Glance

TOP FIVE SERVICES

1. Shopping
2. Auto services
3. Information research
4. Shipping
5. Food pick up/delivery

AVERAGE TIME SAVED PER REQUEST

- Cincinnati - 64 minutes
- Chicago - 57 minutes
- Grand Rapids - 73 minutes

LOCATIONS

Downtown Cincinnati
2,000 employees

Madisonville Office Building
1,859 employees

Madisonville Operations Center
1,850 employees

Downtown Chicago & Oaklawn
500 employees

Grand Rapids, Michigan
1,200 employees

CUSTOMER SATISFACTION

98% of surveyed employees are satisfied with Best Upon Request

INDUSTRY

Financial Services

Client Success Story:

Fifth Third Bank

INTRODUCTION



Fifth Third Bancorp, a diversified financial services company headquartered in Cincinnati, Ohio, manages \$141 billion in assets throughout its 1,157 full service banking centers operating within 10 states, making it one of the largest money managers in the Midwest.

CHALLENGE

As Fifth Third Bank grew they were challenged to attract and retain a caliber of talent that was essential to their continued success. In 2013, they partnered with Best Upon Request (BEST) to support this key human capital initiative and positively impact their culture.

“This is a great benefit that differentiates Fifth Third from other employers.”

SOLUTION

BEST launched an on-site employee concierge service for Fifth Third’s downtown Cincinnati location, serving 2,000 employees. The response was overwhelmingly positive, reinforcing Fifth Third’s move to be the number one bank people value and trust.

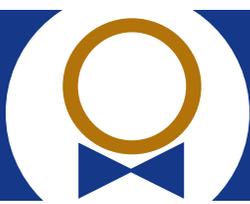
“This is truly an awesome service that allows me to focus my full attention on the value-added contributions that I make to Fifth Third Bank.”

“The concierge allows our employees to do their best work so they’re not taking from one area of life to give to another,” says Teresa Tanner, Fifth Third’s chief administrative officer, and executive sponsor of the program.

In 2014, to continue executing its human capital strategies, Fifth Third expanded the BEST employee concierge program to its Madisonville Office Building (MOB) and Madisonville Operations Center (MOC), two locations essential to Fifth Third’s customer service support. The program was tailored for Fifth Third’s hourly employees who have short break times and set schedules to accommodate Fifth Third’s customers.

Due to the concierge program’s success and high utilization at MOB





SOLUTION, CONTINUED

and MOC, BEST expanded with Fifth Third nationally in 2017, opening offices in the next largest Fifth Third locations: downtown Chicago and Oaklawn, Illinois, and Grand Rapids, Michigan.

Within the same year Fifth Third collaborated with BEST to create the Maternity Concierge (see “Innovation”), a new benefit for working mothers that addressed a need for more support after finding that female employees taking maternity leave were twice as likely to resign from the bank within a year, compared to women who didn’t have children.

Teresa Tanner shared with NBC News: “We have to change the rules of the game and there are so many things that employers can do to help women, to really [show they] understand that pregnancy is not an inconvenience.”

“This service is so valuable that it has been a serious consideration when evaluating pursuing employment outside the bank.”

RESULTS

Within one year of launching at Fifth Third Bank’s downtown Cincinnati headquarters in 2013, BEST exceeded its standard utilization benchmark by serving 32% of Fifth Third’s 2,000 employees. Today, BEST is available to more than 7,000 Fifth Third employees, in six locations throughout three states with a 98% satisfaction rating.

In its first year, the Maternity Concierge program has served more than 300 Fifth Third women who were pregnant or had an infant in more than 100 cities.

The concierge service gives all Fifth Third employees the gift of time. By handling the tasks on their to-do lists, BEST allowed Fifth Third employees to be more engaged at work and have the freedom to focus. The concierge service has proven to be an innovative and customized solution that makes Fifth Third Bank a best place to work.



“Together, BEST and Fifth Third Bank have helped employees improve their work productivity and engagement.”

– Teresa Tanner, CAO at Fifth Third Bank

INNOVATION



Named in Fast Company’s “Top 11 Innovations That Made Women’s Lives Better In

2017,” the development and success of the Maternity Concierge program is a great example of BEST’s strategic partnership with Fifth Third Bank.

Launched in early 2017, BEST became a sensor and presented findings monthly to a steering committee of key Fifth Third stakeholders. In addition to providing much-needed help to women during a challenging time, the program caused a ripple effect that extended to other initiatives the Bank focused on to improve culture.

Since its launch, the service has been covered by more than 80 media outlets, including the TODAY Show and The Wall Street Journal, altogether worth over \$6 million. This has increased Fifth Third Bank’s visibility as an employer of choice and improved their reputation as a family and women-friendly organization.

“The concierge service is so helpful it significantly reduces my stress levels. This is probably one of the best employee benefits that Fifth Third Bank offers – thank you!”

As seen on

