



**Leverage Concierge** decreases turnover rates, improves employee satisfaction, and delivers a measurable return-on-investment (ROI).

## Background

After implementing Leverage Concierge in 2010, NorthBay Healthcare successfully reduced employee turnover rates, decreased costs associated with training, hiring, and recruitment, and experienced a significant boost in employee morale and “great place to work” rating.

## Key Factors for HR

NorthBay Healthcare implemented Leverage Concierge in 2010. By 2012, Leverage helped reduce turnover by 6.3% due to improved employee satisfaction. Based on average salaries at NorthBay, this saved the company \$12,116,272.00 in new hire and training costs.

	Before Leverage*	After 4 Years of Leverage*
Employee Turnover Rate	16%	<b>9.8%</b>
New Hire and Training Costs	\$31,156,128	<b>\$19,039,856</b>
Recruiting Costs	\$180,215	<b>\$150,211</b>
Employees Rating NorthBay as a Great Place to Work	74%	<b>87%</b>

## Indirect Cost Savings: Gained Productivity

With an onsite concierge provided weekly, NorthBay employees saved a total of 1,359 hours in travel, event, gift, and work/life referrals research in 2011. Based on average employee salaries including benefits, the company indirectly gained \$70,681.59\* through boosted productivity time.

## Utilization

Of 1,800 NorthBay employees, 52.9% (952) utilized Leverage in 2011, significantly higher than national averages of 10-30%. High utilization, direct cost savings, and indirect cost savings resulted in an ROI of 169%.

\*Data provided by NorthBay Healthcare



Leverage Concierge specialist Suzette Rose organizes and directs NorthBay's car wash.

## At the Car Wash: A Leverage Success Story

Leverage offered a time-saving treat with an onsite car wash.

**“Having onsite events like the car wash is an excellent way for employees to make efficient use of their time,”** says NorthBay’s Vice President of Human Resources. **“Not many jobs offer the opportunity to wash your car, take care of your dry cleaning, or give you a massage while at work.”**

## About Leverage Concierge

Leverage Concierge acts as a “personal assistant” to employees and family members; saving time, effort and stress with unlimited referrals and information for personal needs. From planning the exotic trip of a lifetime for finding a last-minute babysitter, Leverage Concierge handles it all. For over 30 years, Leverage Concierge has delivered exemplary customer service that goes “above and beyond expectations” while, at the same time, customizing programs to specifically meet clients’ needs and budgets.

Contact Leverage Concierge for more information.  
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Scan this QR code with your smartphone to see what Ken McCollum from NorthBay has to say about Leverage.



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