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PAY

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Case Study.

Employee Retention 101: Add an On-Demand Pay Benefit

Andrew Howard and Don Franks work at HomeCare Professionals, a company that has provided non-medical care for Californians for 18 years. They help people get around their houses, shower, and maintain clean homes. Andrew is the CEO and Founder, and Don is the President. They sat with us to discuss their experience and what brought Viventium Pay to HomeCare Professionals.

WHEN DID YOU FIRST HEAR OF ON-DEMAND PAY?

“The home care industry is susceptible to very high turnover, and that is one of the reasons we were drawn to on-demand pay.

There is a serious scarcity of caregivers at the moment. Not enough caregivers drives up caregiver rates, which drives up consumer costs and makes it hard on the employer. We loved the concept of on-demand pay, so we asked some of the companies we work with about it and did some research. We knew that adding this would be a game changer, especially for low-wage workers.”

HOW DID YOU THINK ON-DEMAND PAY WOULD WORK?

“Viventium Pay is probably our most used benefit with our 401(k) being the second.

Our metrics are currently 80 employees enrolled with 36 employees that are actively engaged. We have 220 employees on payroll so about 36% of our caregivers have already enrolled in Viventium Pay. As we continue to promote the benefit, we expect to see the enrollment rate rise.”



Client: HomeCare Professionals

US Headquarters: Daly City, California

Industry: Home-Based Care

Number of Employees: 200

Payroll Platform: Viventium

Time & Attendance Platform: WellSky

DOES VIVENTIUM PAY GIVE YOU AN EDGE OVER YOUR COMPETITORS?

“One place we expect to see a major uptick thanks to Viventium Pay is in employee retention.

We did see an increase in applicants recently but haven't quite seen an increase in employee hires. However, we definitely think this will help our retention rate. Sometimes, our caregivers move on to new employment once their client has stopped receiving services from our agency. This means we must compete to retain them each time they are to move on to a new client. Viventium Pay helps in this case because once employees understand it, use it, and from time to time rely on it, they will be more likely to accept future jobs from us.”

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