

Workplace Flexibility: Ensuring Success for the 21st Century

A National Challenge for Business



MICRO SUCCESS STORY: eTripTrader, Inc.

Since its inception in 2002, eTripTrader, Inc. has been dedicated to developing innovative schedule management software for industries with shift workers.

The small Boise-based company is committed to improving the quality of life for shift workers through scheduling technologies that advance trip-trading, shift-swapping and flexible scheduling. eTripTrader recognizes that flexibility in scheduling is an important strategic management tool that supports business success in the 21st century and that improves the quality of life for employees.

eTripTrader's first flagship product, Crew Companion, was launched in 2007 as a software tool designed for the airline industry that enabled pilots and flight attendants to trade trips. In 2010 the company built upon that success to release SkedFlex, a fully automated program designed to empower workers other than airline crew to trade shifts easily while adhering to company policy. SkedFlex currently makes it possible for 12,500 ramp service employees and customer service agents at a major U.S. airline to have greater control over their work schedules.

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Program Description

Although eTripTrader's focus is designing schedule management software for its clients, it also offers its own employees a variety of flexible work options, such as flexible scheduling, telework, job-sharing, compressed work weeks and

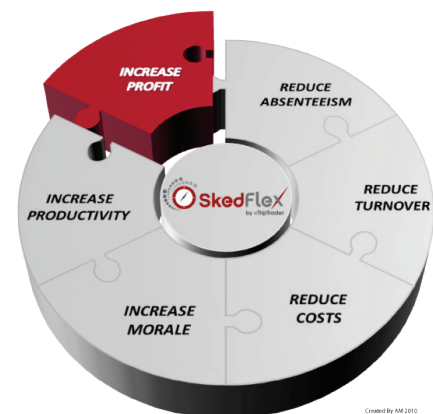
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--Tom LaJoie, founder and president, eTripTrader, Inc.

part-time work. Each flexible work arrangement is offered as needed. Parents and caregivers tend to take advantage of flexible scheduling, those with passions outside of work enjoy compressed work-weeks and students that work for the company can telework, work part time or arrange a flexible schedule.

"eTripTrader has been really good about making sure that I don't work at times that would conflict with my schedule. It's very convenient to have such understanding employers who recognize a college student's need to do their school work," said Ryan L., one of the company's student employees.

eTripTrader's technical support employees can also take advantage of job sharing to better balance work and life, while also ensuring that the company meets customer needs.



eTripTrader's SkedFlex Puzzle illustrates the business case for workplace flexibility.

MICRO SUCCESS STORY

Describing why eTripTrader embraces flexibility, Tom LaJoie, the company's founder and president, said, "eTripTrader's philosophy on flexibility stems simply from treating our employees as individuals who wish to live life and balance their life obligations along with their careers. We are shifting the paradigm to one of mutual trust and respect so that we can all prosper and have a good quality of life."

Program Success

Smart management practices like workplace flexibility have helped eTripTrader enjoy a steady growth of 50 percent year-over-year since it was founded in 2002--not an easy accomplishment, given the Great Recession's impact on the economy. The company reports that the main benefits it realizes as a result of its flexibility practices are employee loyalty, engagement, productivity and retention of key talent. "Our employees are able to devote their full attention to their jobs, because they are the ones who request and set their own schedules. So, there are no other priorities that compete with their work," said Amra Metcalf, eTripTrader's marketing and public relations director.

Flexible Work Options Offered

- Flexible scheduling
- Telework
- Job-sharing
- Compressed work week
- Part-time work

Key Drivers of Success

- Trust
- Employee accountability
- Employees with strong work ethics
- Departments well-equipped with remote access tools, making telework possible.



Tom LaJoie was recognized among the top three finalists to receive the 2010 Idaho Innovation Award.

The key factors determining the success and sustainability of the company's flexibility program are: trust, employee accountability and having employees with strong work ethics and pride in their work. Another key factor of success is that all departments are well-equipped with remote access tools, making telework possible.

In October 2010, the Idaho Office of Science and Technology recognized eTripTrader's contribution to Idaho's growing high-tech sector by choosing Tom LaJoie as one of the top three finalists to receive the 2010 Idaho Innovation Award. The Idaho Innovation Awards recognize innovative technology leaders who have made a significant contribution to Idaho's technology community.

A Business Champion for Flexibility

eTripTrader has further signaled its support for flexibility as a smart business strategy by joining Corporate Voices for Working Families' **national workplace flexibility campaign** as a "Business Champion." Champions sign a Statement of Support for Expanding Workplace Flexibility and therefore commit to expanding flexibility within their own organizations as a tool to drive business results and to actively communicate the business imperative for flexibility.

eTripTrader's success story is one example of the many ways businesses in Corporate Voices' national campaign are using flexibility to modernize workplaces to meet the needs of the 21st century workforce, and to become more competitive in the global economy. Corporate Voices launched the campaign after the first-ever White House Forum on Workplace Flexibility to create a broader awareness of and support for the positive business and employee benefits of workplace flexibility. To learn more about the campaign, visit:

www.corporatevoices.org/our-work/flexcampaign.