

UCODE IMPROVES RECRUITMENT & RETENTION OF TUTORS

A leading provider of coding education for children improved recruiting and retention of employees by using a novel payment strategy



UCode is the leading provider of coding education for children in California. Tens of thousands of kids have graduated from UCode's programs and camps.

UCode's pain-point is retaining their best tutors who have the qualifications to work in lucrative jobs at start-ups and technology companies. In addition, UCode's instructors are all millennials who are more prone to switch jobs more frequently than previous workforces.

In November 2016, UCode began to offer DailyPay to their instructors.

The response was so great that the administrative staff of the company also requested that they be added to DailyPay.

In the education business, the most important asset is people, namely the instructors. By reducing turnover, UCode has been able to provide a consistent and solid product to their important and demanding customers - grade school kids today, the future leaders of tomorrow.

THE RESULTS

10K Number of students tutored at UCode

4 Number of locations in Southern California

OVERVIEW

A leading provider of coding education for children on the West Coast of the United States

INDUSTRY

Education

THE PROBLEM

Retaining coding tutors who are highly qualified to work at start-ups

THE SOLUTION

Offering DailyPay as a means of recruiting and retaining employees

COST TO UCODE

Zero. There are no fees or integration costs to the company

HEADQUARTERS

Los Angeles, California

FOUNDED

2012

