

The retirement of baby boomers gave birth to Concierge Service

“Speaking of 'Concierge', in general it is the staff who responds to various consultations from travelers at the hotel. Recently, the appearance of the concierge at home is increasing in the United States. In addition, there seems to be cases where both the client and the concierge are baby boomers.”



Concierge playing cards with client. For those living alone, I am looking forward to the concierge's visit.

The reason that this service industry that started has emerged is due to the fact that the generation of about 46 million baby boomers called baby boomers began to retire.

Born in 1945-1964, they are currently in their 50s - 70s. Many are beginning to retire. Many of these retirees require physical reasons and people who help with chores because of Empty Nest (those who do not live with children). Meanwhile, retired people who are blessed with good health and are still motivated to work still help the household and become a concierge to feel living.

It was started in 2012 by a Chinese youth called Ninlin. The fact that there is no one who takes care of his father after losing her mother in cancer is said to have triggered this business. "There are plenty of housewives and healthy pulls in the world.

"It will take 20 years for all baby boomers' baby-boomers to retire," the concierge. The service will continue to rise in number. With a reputable concierge, a much better income than working for a company and the condition of that good concierge is simple, listen to people's story and have a sincere heart. The license does not need this work.

Sense is maturity as a human being. "It is the condition that is most promising as a good concierge," trainer Katherine Giovanni who embarked on many concierges stressed.

I think that anyone traveling overseas has experience, but in a hotel in a foreign country there is a service called "concierge". It is a service that acts for small miscellaneous services for guests unfamiliar with the land. For example, arrange a theater ticket, book a restaurant, tell me where I want to go, recommend a shop In a sense, the concierge hits the heart of the hotel. A traveler who is traveling seems to choose a hotel with good or bad concierge.

This handy concierge service is beginning to spread to the general household in the United States. "Senior - Concierge", "Elder Concierge." It is called "Family concierge" and like those of the hotel concierge for those who retired, couple working together, elderly people and others who act on various chores.

In the last couple of years, it has become a kind of trend. I would like to. Against this backdrop, in the US, the senior. Concierge service has grown into a big business in the second few years quickly.

Jackie Farley (64 years old) living in Oklahoma thought that there was a way to effectively use more time when I quit my job as a university librarian. Suddenly, the "concierge" I saw at the hotel came to my mind. I thought "this is it!" When I looked into the research, I found that there is a business called "senior concierge". Furthermore, a woman named Katherine Giovanni knows that he is doing a class training to become a concierge in Chicago and joins immediately. In 2016, after successfully finishing training, Jackie launched "Wise Women Concierge."

On the way, a concierge named "Good Neighbor Concierge" in Boston is a 46-year-old housewife called Susan Ho. Like Jackie, I took Katherine's Training Course and started this business in 2011. "Although I am graduating to university, everyone is asked why I am going to work like a part-time job, but I think that this work is my career as a worker. It is awesome to get it, the satisfaction feeling of helping people is stronger than money," she says.

Nonetheless, the price of the concierge is not that cheap. It seems that there are considerable differences depending on the economic situation of the town where you live and the content of the work, but for example Jackie calls 1 hour / 401 to 751, Susan requests 1 hour / average 50 yen. "Easy tasks such as walking dogs, shopping, pick-up and drop-off by car are 50 ul, but even a little bit of work, such as travel research, purchasing airline tickets, etc., will take more than that," Susan says.

Susan, Ho, who graduated from Boston University, became a concierge instead of working at the company. I say "I am a vocation."

As an organized case, the "Envoy Family Concierge" which was born in San Francisco, will be 30 years old Justin sentence this year Seville.

There is a retirement. There are many people who are seeking this work that will help households, "says Justin. His business is not small, unlike Jackie and Susan. With offices in 20 cities in eight states in the United States, it has about 1,000 concierge. 90% of customers are retired people, and 80% of them are said to be beepsmers. However, the characteristic of Envoy's customers is that they are opposed to companies rather than individuals. "Many employees are seeking people who will help with miscellaneous use in order to balance work with family", explain the reasons for dealing with companies.

After working for Dentsu, he went to New York in 1968 and since then he has worked as a marketing, consultant, trend and spotter. He contributed numerous columns to "Nichire! VI" paper and "Brain" magazine. Many translations such as "ordinary Americans" (Research Publishers Publishing), "American advertising circumstances" (Dentsu), "New high class bobos of the United States"

(Kobunsha)

Jackie Furly who is a concierge on left / Oklahoma used to work as a staff of the library.
Right / Justin Lin who founded a concierge service company "Envoy. Family. Concierge".

