

The Platformisation of Domestic and Care Work in French-Speaking Switzerland: *towards a typology*

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Research aims

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To **map** care/domestic platforms in French-speaking Switzerland

- To **analyse key properties** and *eventually construct a typology* that captures it
- To **situate the specificity** of the Swiss context within the international literature

More broadly, to understand how platforms structure **working conditions**:

- A more complete sampling for later stages of the research (qualitative methods and multi-actor perspective)
- A stronger background for the interpretation of the findings

Research focus and
theoretical background

The "platformisation" (Bullich, 2021) of the domestic and care sector:

- **May worsen** the already **precarious conditions** in the domestic sector, i.e. low revenues, unpaid labour, informal employment (Kampouri, 2022; Dowling, 2022)
- **May contribute** to **formalising work** (Ticona & Mateescu, 2018),
- **Standardise** the work process and working conditions (Murphy et al., 2024; Huws, 2019; Ticona et al. 2018, Rodríguez-Modroño, 2024),
- And provide **visibility** of sector and workers' problems (Micha, 2024)
- Overall, **less research** in comparison to male-dominated sectors: ride-hailing and delivery (Kampouri, 2022)

Platform work or different types of platforms?

- The domestic care sector included in broader typologies as **location-based** household services (ILO; 2018)
- More recently four main types of **business models** within the domestic/ care sector (including "work relationship" and "value capture"):
 - 1) digital marketplaces,
 - 2) on-demand platforms,
 - 3) digital placement agencies, (Rathi & Tandon, 2021; Rodríguez-Modroño, 2024; Micha, 2024;
 - 4) hybrid (Ticona et al., 2018)
- One typology focused on **transaction negotiation process** including "scope and price setting", but mainly covering **male-dominated sectors** (Schulze et al., 2021)

! Generalisability vs specificity: Platforms are attached to distinct labour market structures and regulations (Forde et al., 2017)

Retained dimensions from existing typologies

1. Work relationship
(Rathi & Tandon, 2021;
Rodríguez-Modroño, 2024)

e.g. independent contractors

2. Business model
(Rodríguez-Modroño, 2024)

e.g. paying a fee, ads

**3. Transaction negotiation
process**
(Schulze et al., 2021)

e.g (P) Platform owner full control of
decision making; (CW) Clients and
workers' mixed control

Gap: work organisation in French-Speaking Switzerland

Why Switzerland?

- **Partially covered** in international research (Huws et al., 2017; ILO, 2018)
- Lacks an overview on care/domestic platform's **structure**
- A complex, multilevel **regulatory framework** for every sector likely to shape the development and characteristics of labor platforms

Our scope: French-Speaking Switzerland (language access, cantonal collective conventions, a broader project on-going)

Methods

A mixed-methods' approach

- Platform's **sample construction**:
 - Web scraping, digital methods (Rogers, 2013; 2024)
> 1000
 - Manual search
+10
- **Qualitative** analysis
 - Browsing, inclusion/exclusion criteria (i.e. keywords, company, level of automation; active in the selected region, relevant sector, feature diversity...)
 - Preprocessing, cleaning, cross-validation by 3 researchers
- **Quantitative** analysis (descriptive)
 - n=32

Findings: Map of platforms and preliminary data analysis

(Active) platforms in the domestic and care sector in French-speaking Switzerland

CLEANING		CLEANING AND CARE		CARE		MULTITASK	
Platforms	Year of creation	Platforms	Year of creation	Platforms	Year of creation	Platforms	Year of creation
Batmaid	2020	Agence Chapuisat	1980	Babysits	2008	Anibis	2001
Batwork	2014	EcoDom	2002	Babysitting24	2007	Cleanhome	2013
Bionett	2022	Yoopies Service	2012	Beeboo	Unfound	Cleaning Heroes	2022
Geneva House Cleaners	2022	n=3		Ma nanny	2017	CTAServices SA	1987
Ménage de confiance	2010			Topnanny	2011	Facebook Marketplace	Unfound
Ménage Ecologique	Unfound			n=5		Homeservice24	2007
Ménage Simple	2018					PetitBoulot.ch	Unfound
Putzfrau.ch	2004					Petites annonces.ch	Unfound
Service Finders	Unfound					SERADO	2002
Stauffer Swiss Clean	2023					Tophelp	2011
SwissMaids Sarl	2023					Valeriana	2019
Wilsonclean	2023					Yoojo	2015
n=12						n=12	

- **24** platforms since 2000
- **Total:** 32 platforms

Key variables used in the analysis analysis

Variables (observable) from existing typologies in the literature

- Sector
- Work relationship
- Value capture

→ Excluded variables (not observable via interface):

- Social protection
- Recruitment
- Pre-screening
- Matching
- Task composition
- Other

Additional variables created in our analysis

- Service access
- Requires a quote
- Tasks delimited by (which actor)
- Tasks associated to price
- Tasks associated to time
- Price delimited by (which actor)
- Price varies according to frequency
- Currency
- Price/hour
- (+66) other variables

OUR CONTRIBUTION:

- Broader focus with key aspects of **work organisation**
- **Systematic observation** of platform characteristics (via **interface**)
- **Variable operationalisation** into categorical and numerical values allowing **quantitative** data analysis at a later stage

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Database overview

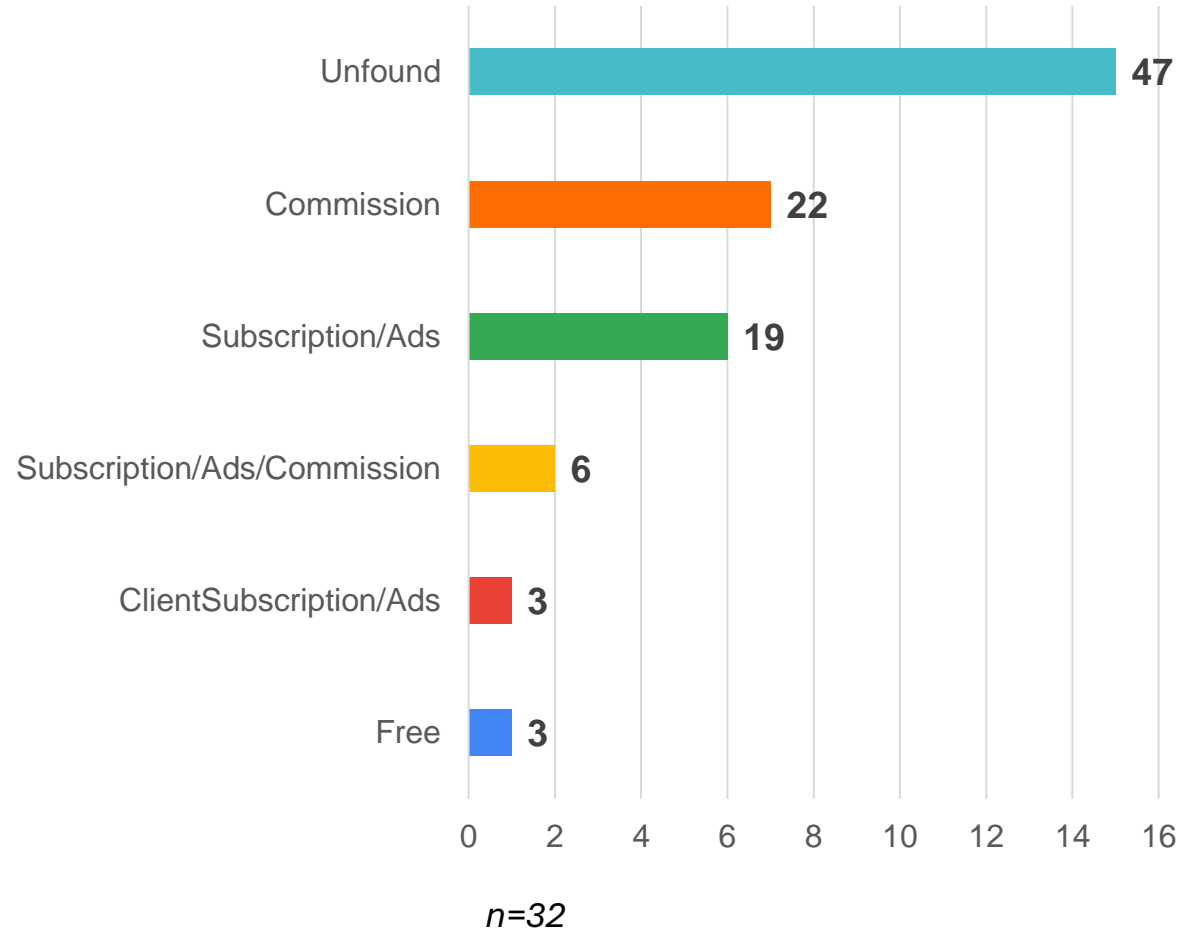
Variables systematised into 6 meta-categories:

RESEARCH METHODS				MARKET STRUCTURE					TFORM ACCESS FOR CLIENTS AND WORK					TYPE OF RELATIONSHIP																
Analytical name	Resear che No.	Date	Search method	Resea rcher we d	Marketplace scrapping	URL	Compa ny Name as in websi	Countr y headqu arter	City headqu arter website	CH Geogra phical coverage	Cities' coverage	Internat ional coverage	Countri es	Clie n's Acce ss to wo	Wor ker's Acce ss to clie	Poss ible cont ac	Platf orm requi res a	Wor ker's appli catio n	Profil e ratio n	Profil e ratio n	Has a busi ness ap wo	Has an app for wo	Defin ition of the co	Web site polic y	Type of contr act 1	Price per hour for act 2	Type of contr act 2	Price per hour for act 3	Com missi on for acco	Price varie on s rdi
WORK ORGANISATION										KEY CHARACTERISTICS FOR ANALYSIS										COMMENTS										
Has rating work e	Hour s min	unit (day, week)	Hour s min	unit (day, week)	Servi ce focu s	Task frequ ency	Total delimit ed of tas	Has an ded set	Inclu ded servi ce	List of ded set	Offer extra ces (ye	List of servi ce	Also offer non-cle	Task of assigna	Year of creat io	Servi ce acce ss*	Platf orm requi res a	Wor ker's relati onsh ip	Valu e capt ur*	Task delimit ed by	Task asso ciate d	Task asso ciate d	Price delimit ed by	Price varie s acco	Curr ency	CLE ANING Price	ANIN G Price	Comments		

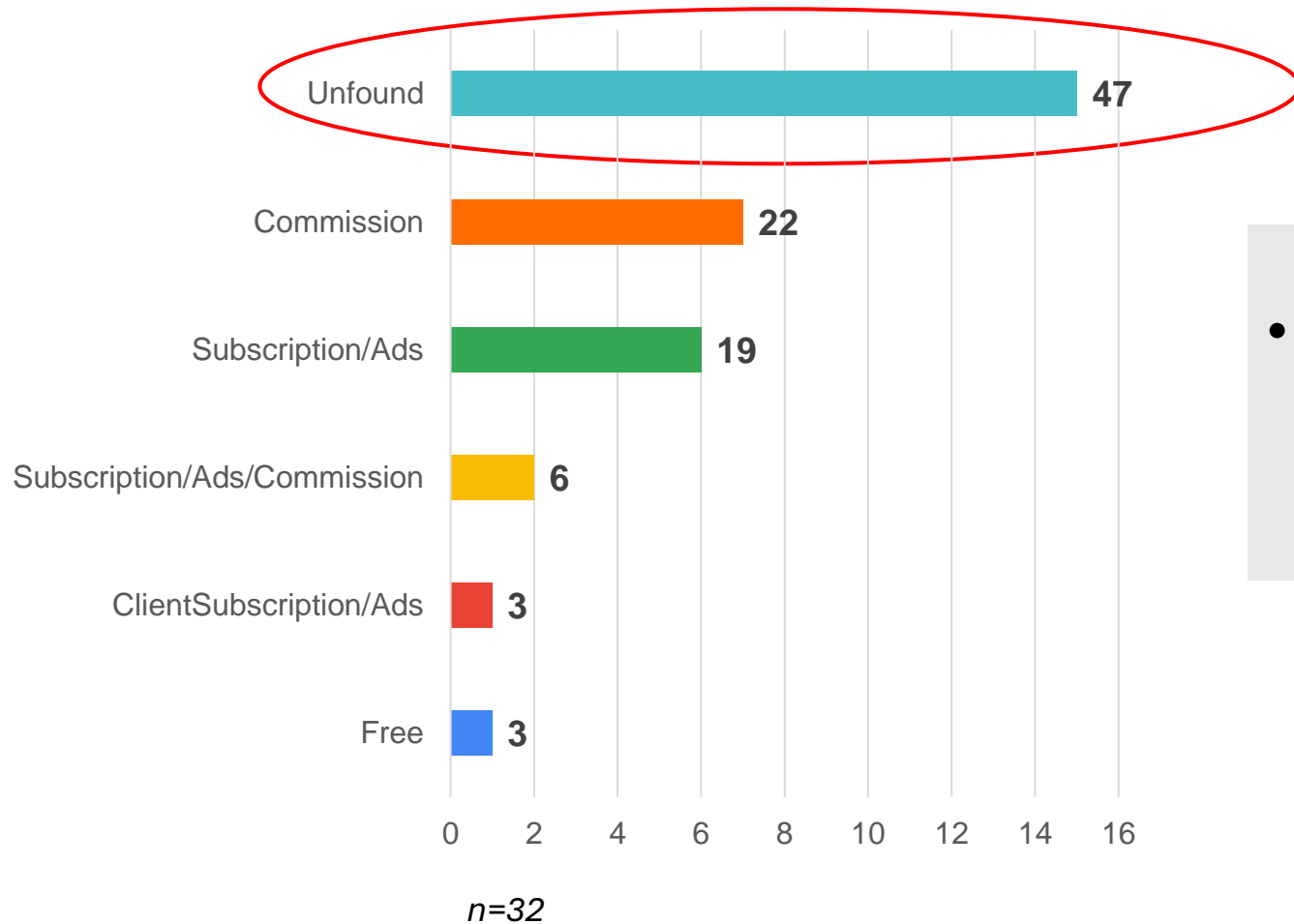
Examples of systematic coding into categorical and numerical variables:

Work relationship	Value capture	Tasks delimited by	Price delimited by	Price varies according to frequency of service*	Currency*	CLEANING Price/hour range (min-max)*	Tasks associated to price*	Tasks associated to time*	Service access*	Platform requires a quote*	Year of creation*	Sector*
1=Contract with platform	1=Commission	1=P>C (mostly platform, codetermined with client)	1=P>C (mostly platform, codetermined with client)	1=Yes	1=CHF	Range (min-max)	1=Basics	1=Basics	1=Via profile only	1=Yes	Year	1=Cleaning
2=Contract with client	2=No	2=C>W (mostly client, codetermined with worker)	2=P (platform)	2=No	2=Euros		2=Extra tasks	2=Extra tasks	2=Via profile, then tasks	2=No		2=Care
3=Either contract with platform/client	3=Subscription/Ads	3=C>P (mostly client, codetermined with platform)	3=C>W (mostly client, codetermined with worker)	0=Unfound			3=No	3=No	3=Via tasks, then profile	0=Unfound		3=Cleaning and care
4=No contract (or C-W but optionnal)	4=Free	4=W>C (mostly worker, codetermined with client)	4=C>P (mostly client, codetermined with platform)				0=Unfound	0=Unfound	4=Via service			4=Multitask
0=Unfound	5=ClientSubscription/Ads	5=P>W (mostly platform, codetermined with worker)	5=W>C (mostly worker, codetermined with client)						5=Unfound			0=Unfound
	6=Subscription/Ads/Commission	0=Unfound	0=Unfound						6=Via tasks only			
	0=Unfound								7=Via personal ad			

1. Value capture (%)

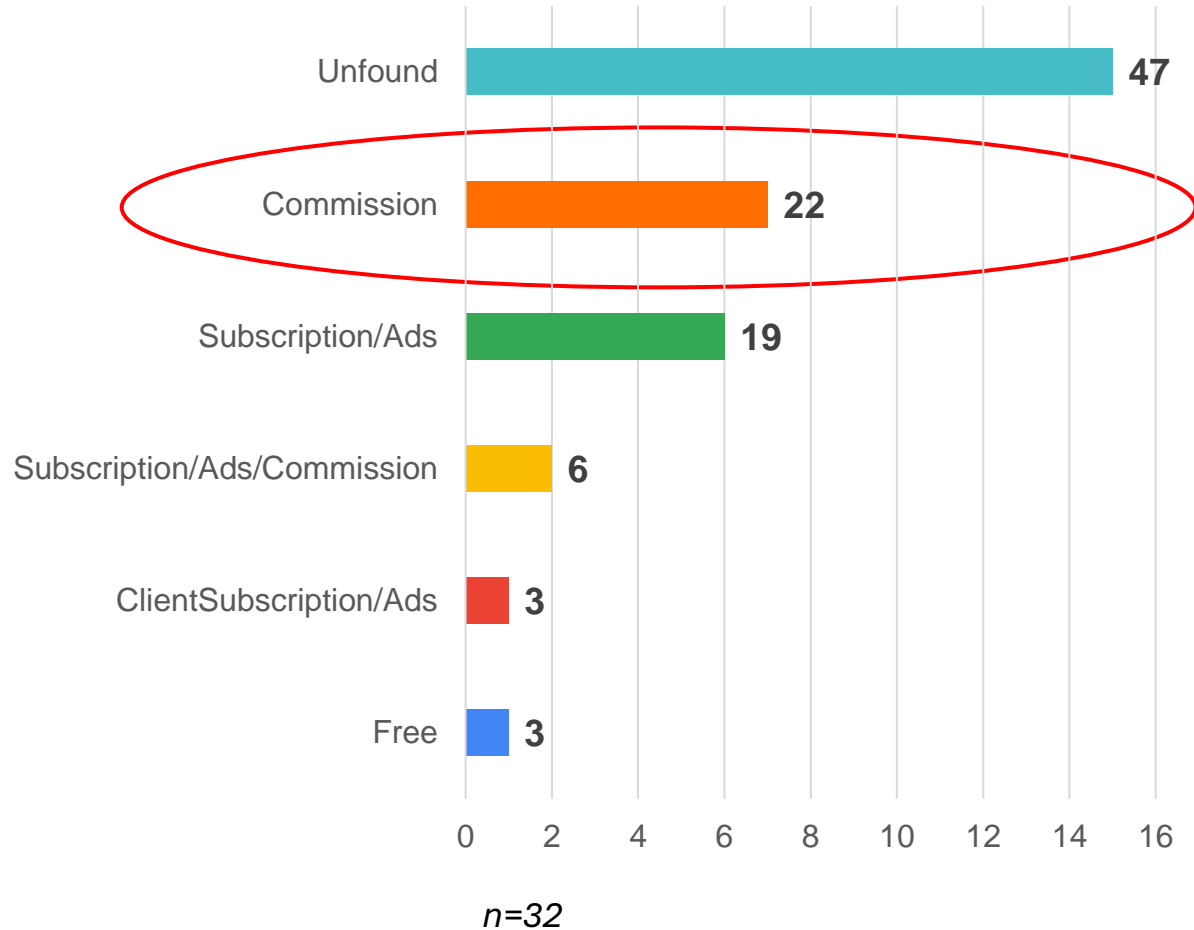


1. Value capture (%)



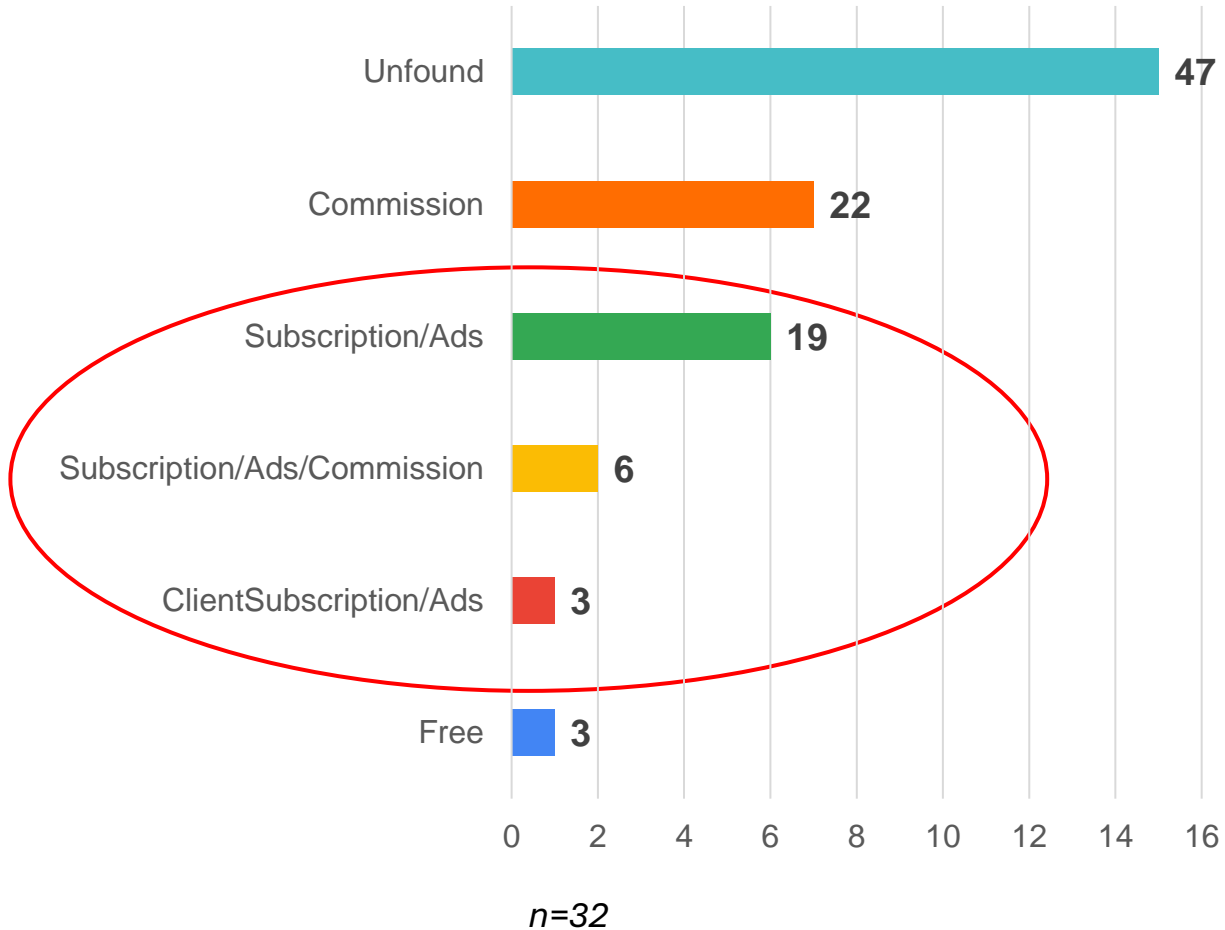
- **Unfound data (47%):** lack of transparency about how platforms are making profit

1. Value capture (%)



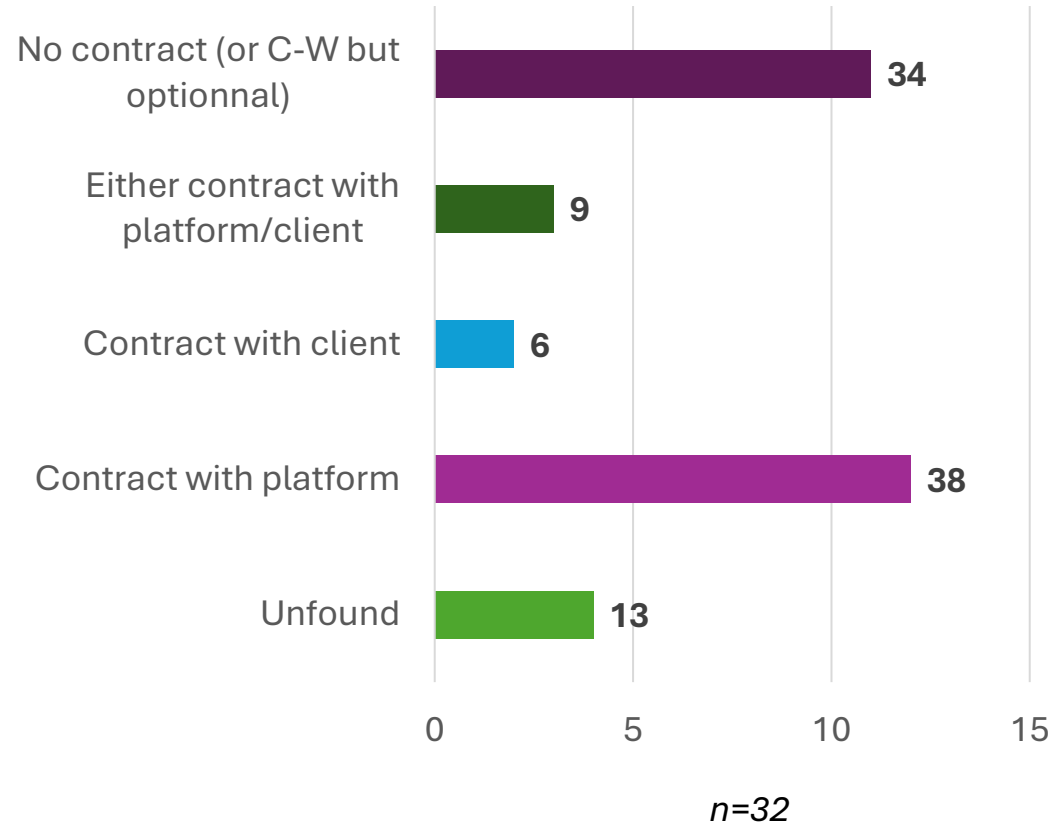
- **1 out of 5 (22%)** charges a **commission** on each service
- Commission more frequent in the **cleaning sector**

1. Value capture (%)

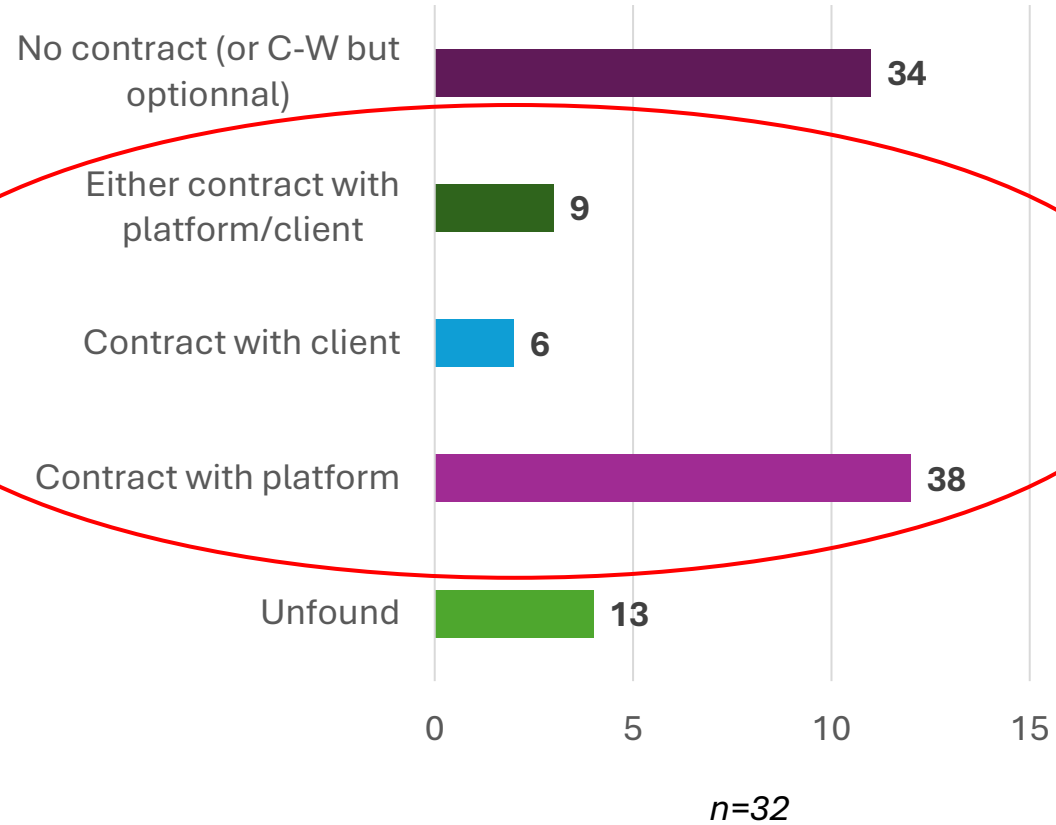


- In total, **28%** (19+6+3) of platforms uses **subscription and ads** (in different configurations)

2. Work relationship (%)

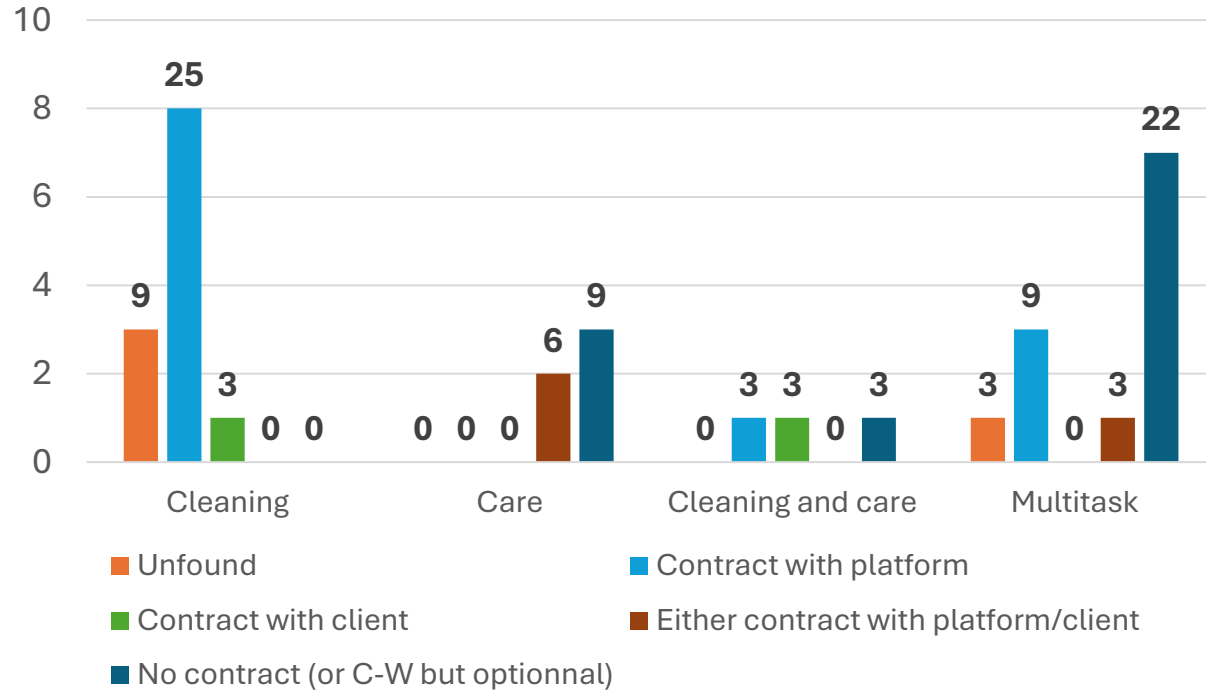


2. Work relationship (%)



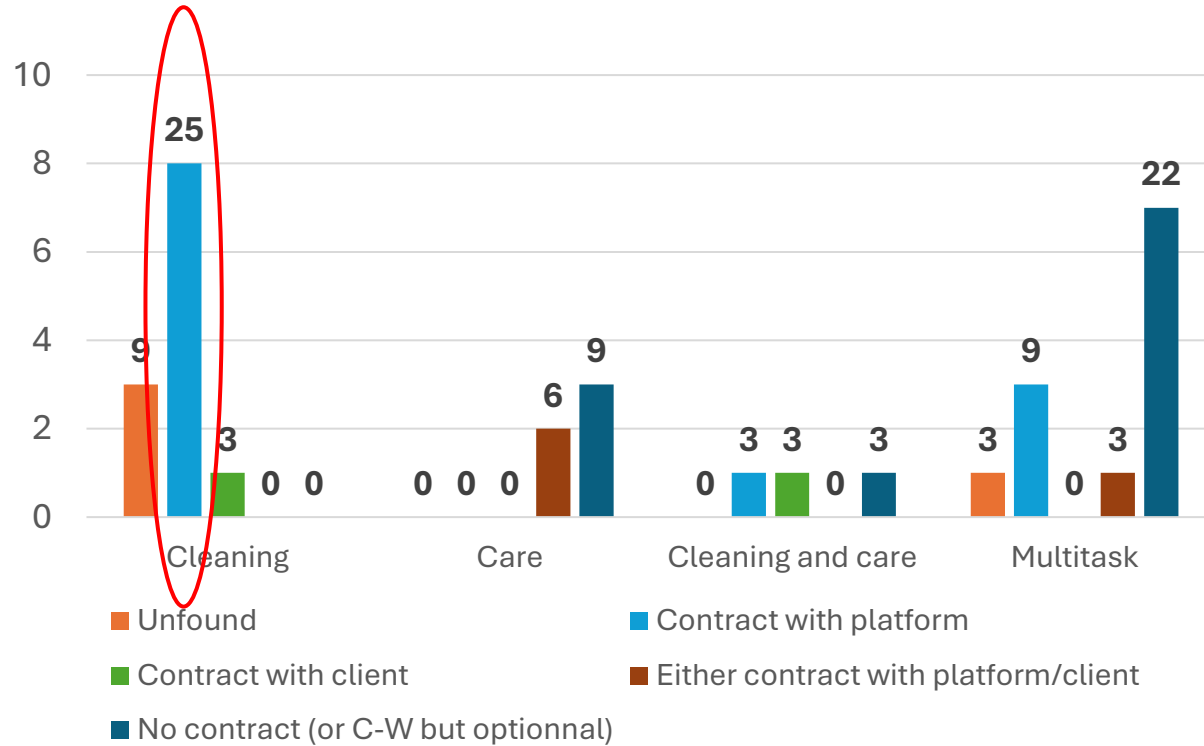
- In total, **53%** (38+6+9) of platforms **provide an employment contract** with workers

2. Work relationship / Sector (%)



n=32

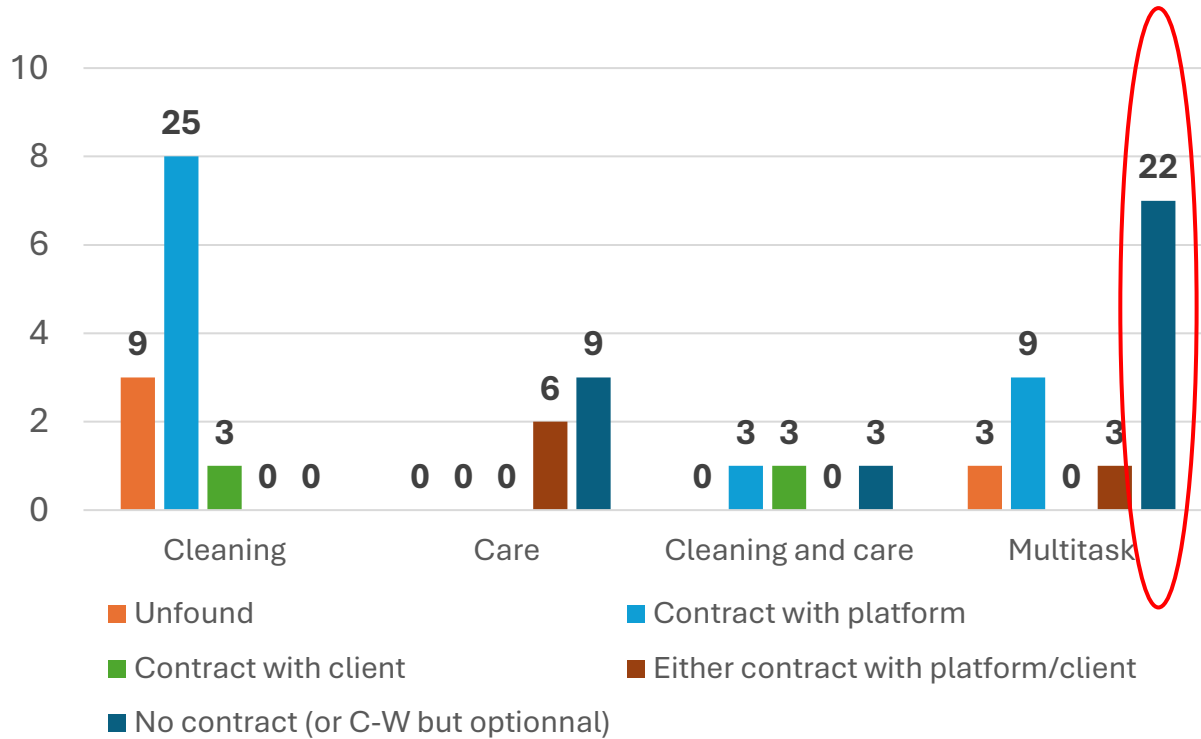
2. Work relationship / Sector (%)



n=32

- **Cleaning** platforms are more represented in the “**platform-worker contract type**” (25% of platforms)

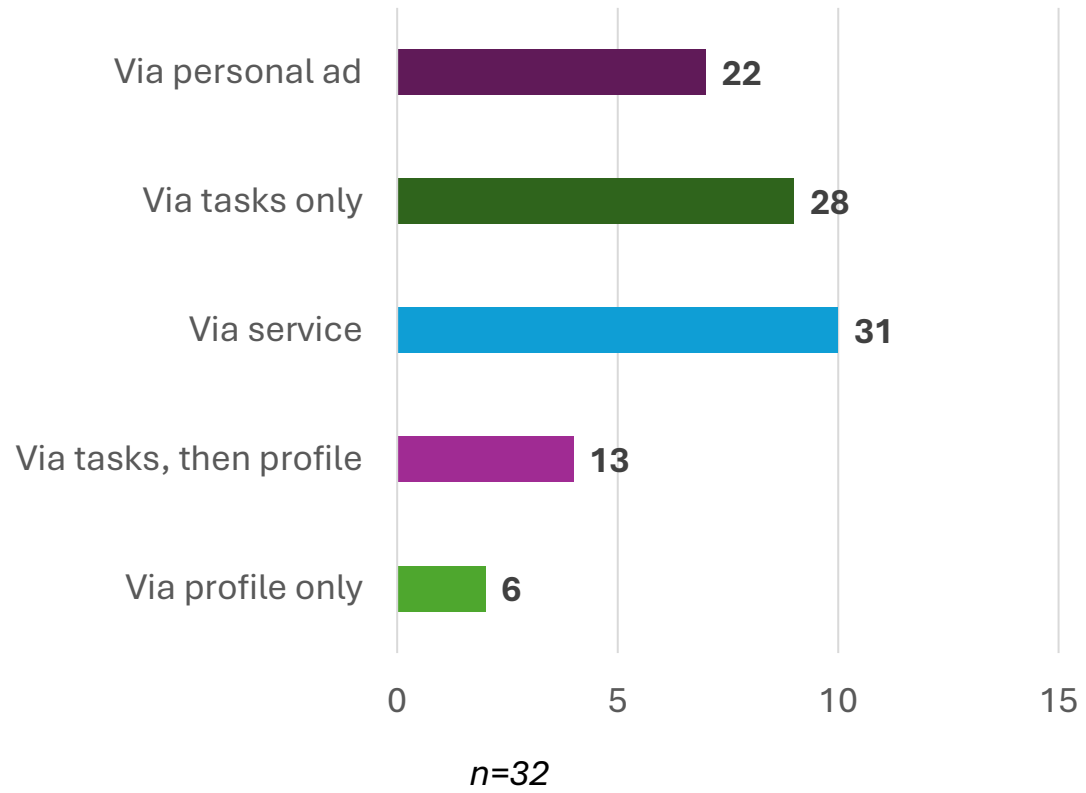
2. Work relationship / Sector (%)



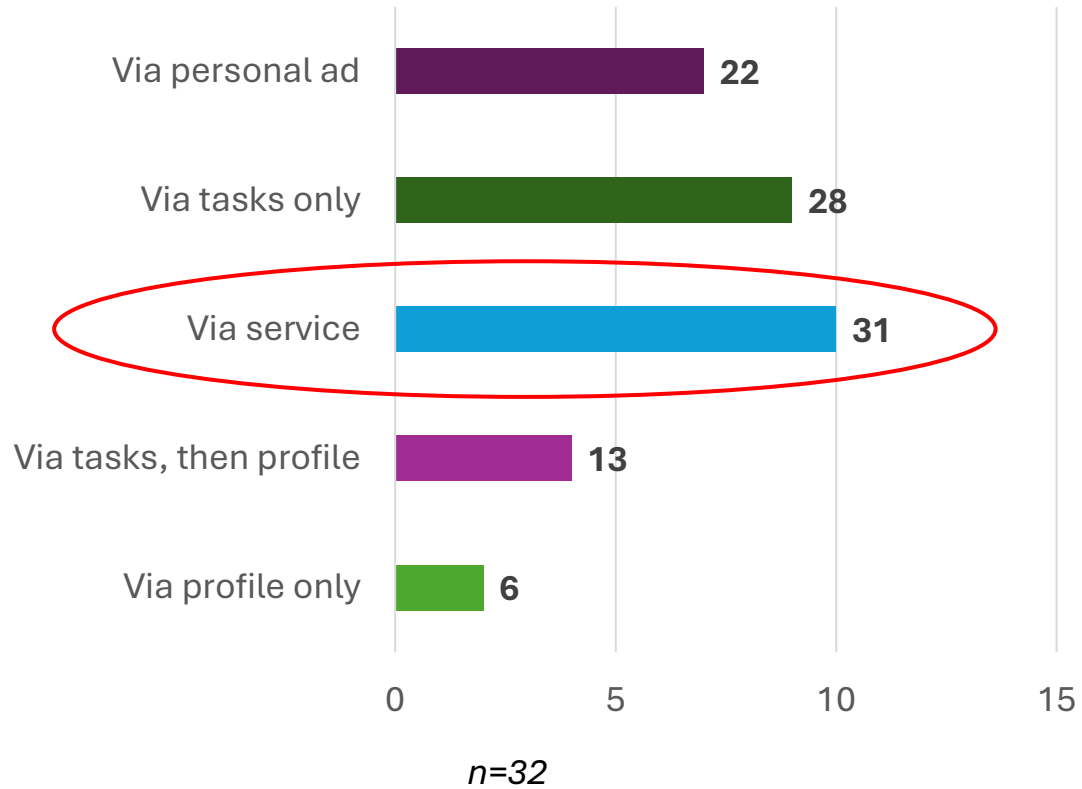
n=32

- In contrast, **multitask** platforms **do not provide employment contract (22%)** (but suggests one with clients)

3. Service access (%)

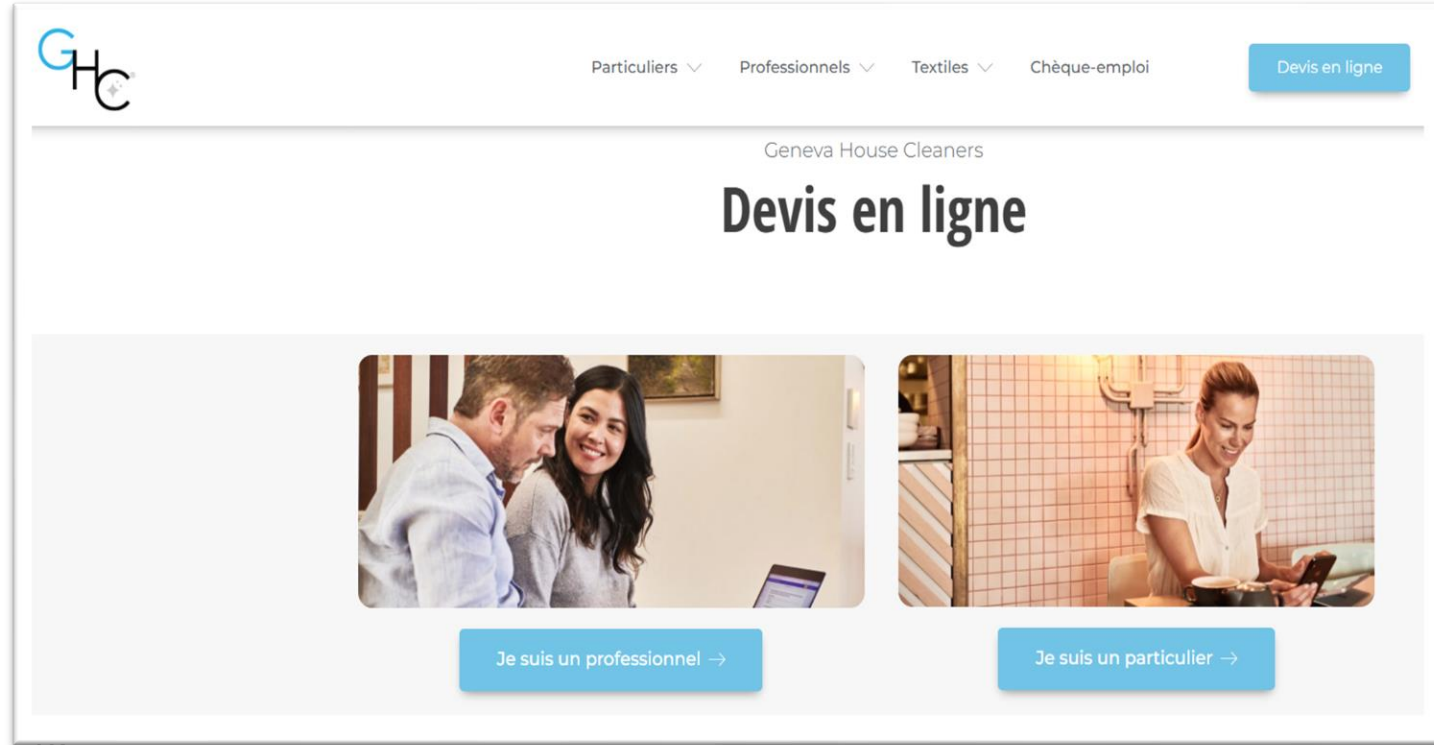


3. Service access (%)

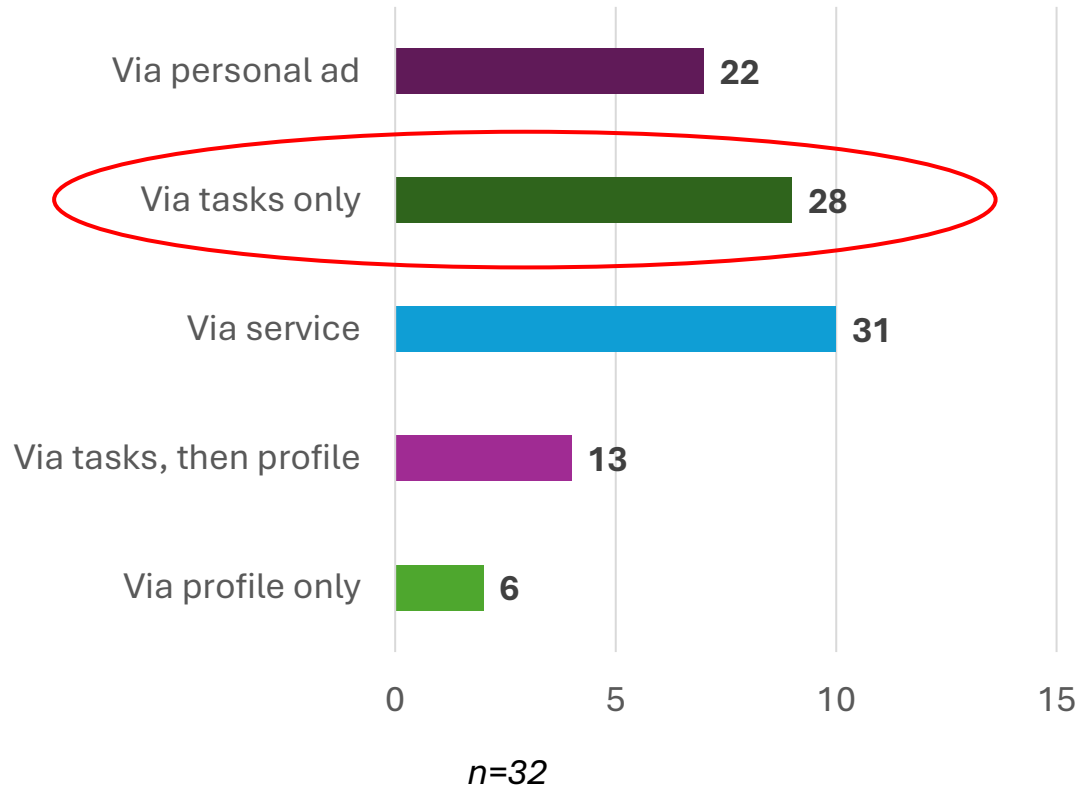


- **Almost 1 out of 3 (31%)** are “**service-oriented**”: client’s demands first, more personalised service by the company
 - **Almost half** platforms **requires a quote**

3. Service access (%)

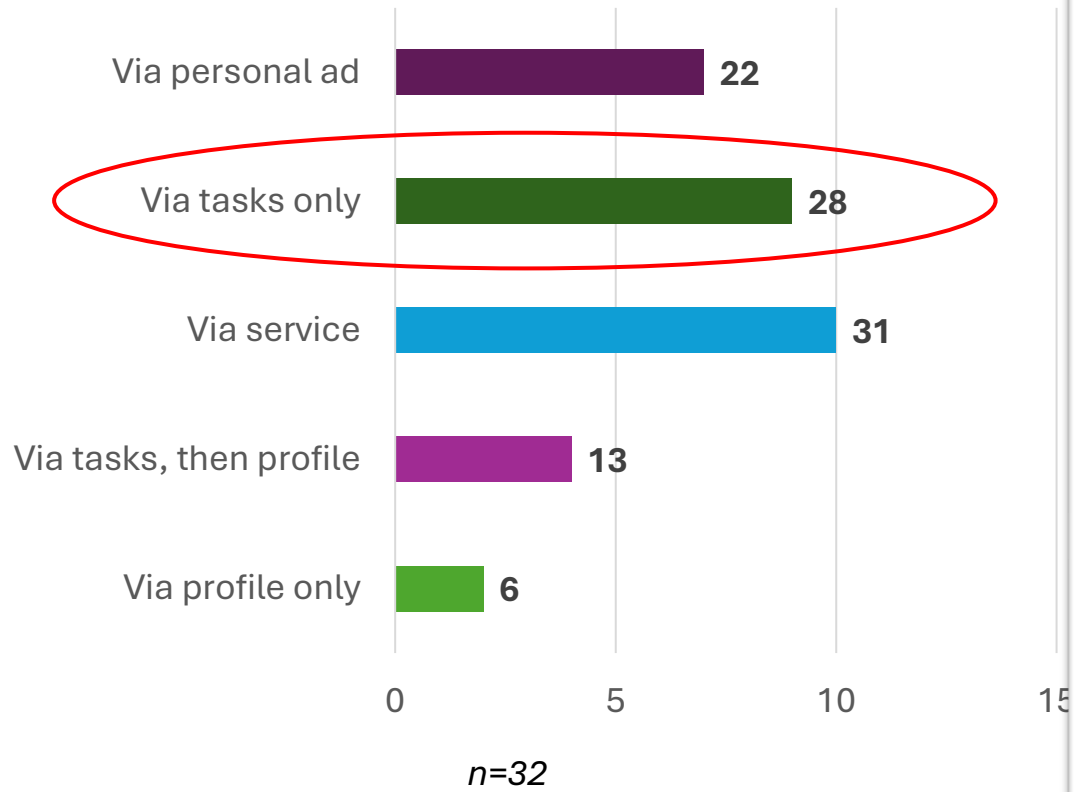


3. Service access (%)



- **More than 1 out of 4 (28%)** are “**task-oriented**”: work defined by tasks directly by clients, no contact with workers’ profile
 - **Cleaning** platforms are mainly (22%) “task-oriented”

3. Service access (%)



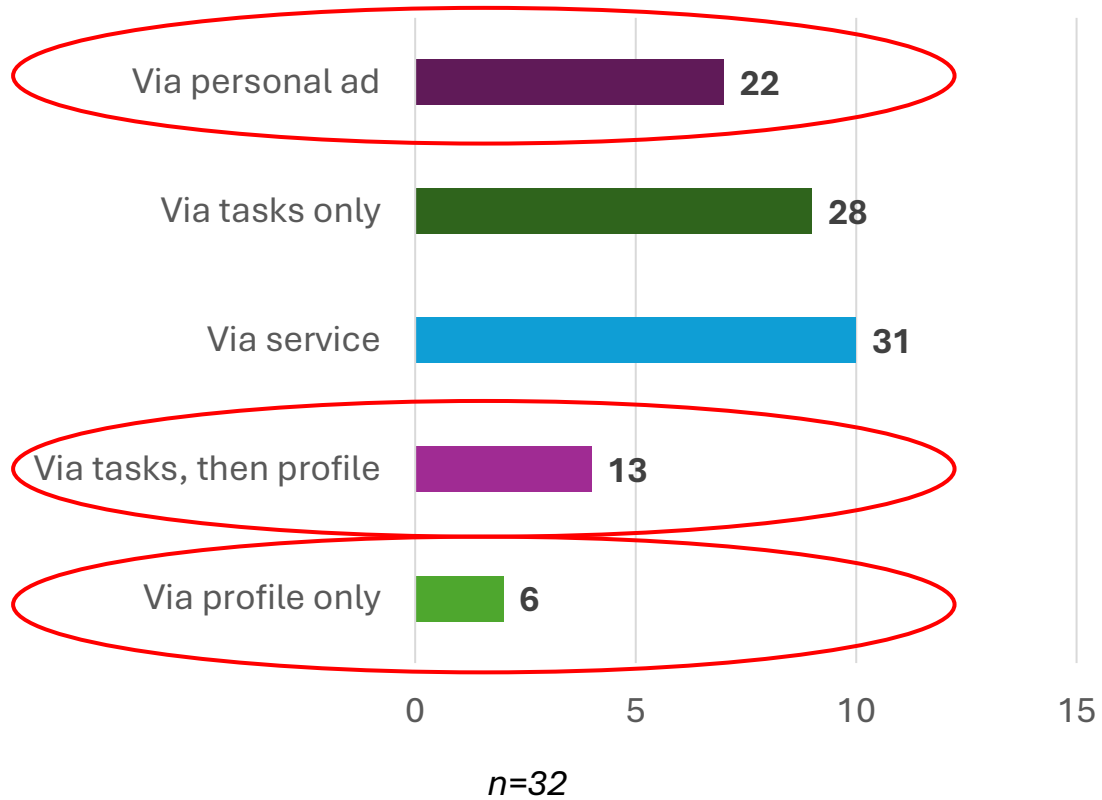
The screenshot displays the Wilson Clean website interface. At the top, the logo "wilson clean" is visible. The navigation menu includes "Accueil", "Nettoyage à domicile", "Nettoyage de fin de bail", "Nettoyage de bureau", "Blog", "Contact", and "Mes réservations".

The main content area is divided into several sections:

- Sélectionner une catégorie:** A dropdown menu is set to "Toutes".
- Sélectionner un service:** Three service cards are shown:
 - Nettoyage à domicile:** Duration: 1 h, Price: CHF40.00 (checked).
 - Nettoyage de bureau:** Duration: 1 h, Price: CHF42.00.
 - Nettoyage de fin de bail (nous contacter pour un devis):** No price or duration listed.
- Sélectionnez les services supplémentaires:** A list of optional services with checkboxes and quantity selectors:
 - Fenêtres/Vitres (CHF10.00, 10 m) - Quantity: 1
 - Frigo (CHF15.00, 30 m) - Quantity: 1
 - Four - Quantity: 1

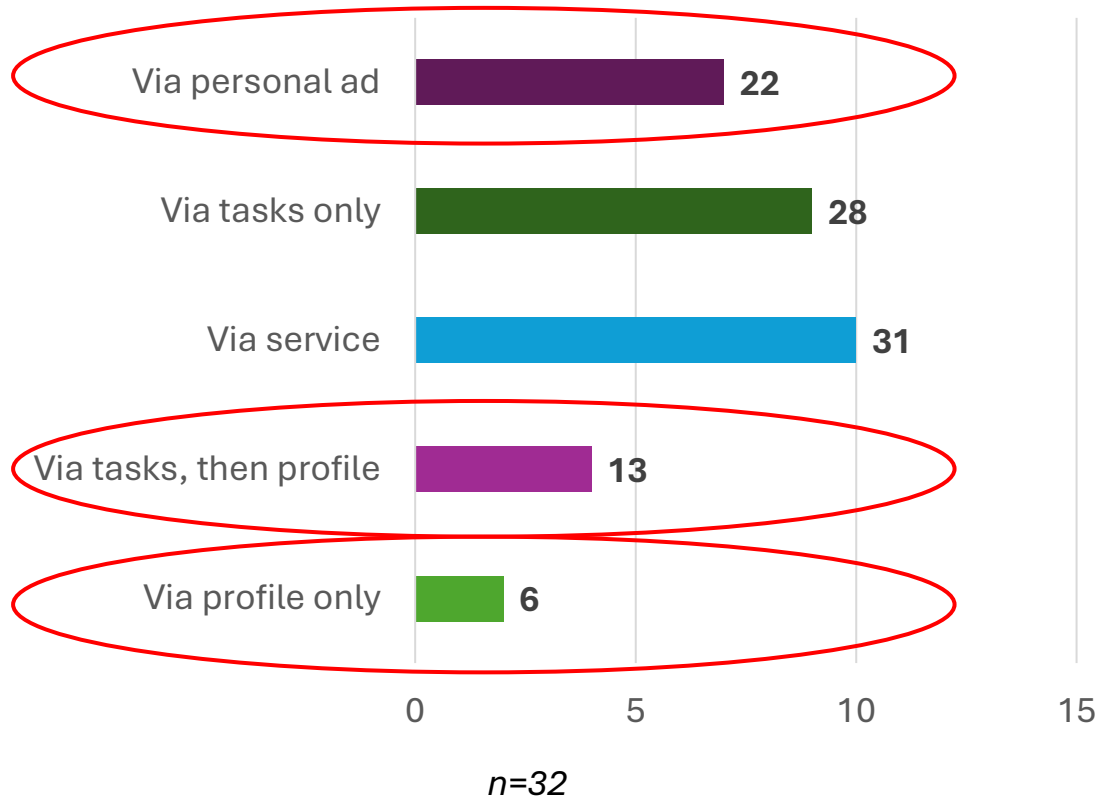
At the bottom right, there are "Annuler" and "Continuer" buttons.

3. Service access (%)




- **41%** (22+13+6) of platforms are “**mixed**” or **human-oriented**”: work depends more on profile description by workers


3. Service access (%)



Babysits / Baby-sitter recherché / Baby-sitter Neuchâtel / Maelynn

[Partager](#) [Sauvegarder](#)



Maelynn 
Baby-sitter in Neuchâtel

Âge: 15 | Distance: ~56,0 km | Taux horaire: 12.00 CHF/heure

J'ai l'attestation de la croix rouge
J'aime beaucoup m'occuper des enfant jouer avec faire des bricolage aller faire des balade de la cuisine ect
J'ai une petite sœur des l'âge de mes 9ans je m'occupe d'elle

[Contacter Maelynn](#)

Disponibilité

	Lu	Ma	Me	Je	Ve	Sa	Di
Matin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Après midi	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tard dans l'après-midi	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Soir	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Mis à jour: 16 novembre 2024

À propos de moi

Permis de conduire	Non
Voiture	Non
A des enfants	Non
Fumeur	Non

Les caractéristiques
Responsable Patient Imaginatif

Expérience
> 2 ans

Expérience avec
Bambin · Maternelle · Ecolier · Adolescent

Pièce d'identité
Maelynn a fourni avec succès une pièce d'identité gouvernementale et a passé les contrôles de vérification des photos. [En savoir plus](#)

Certificat de premiers secours
Maelynn est certifié en secourisme. Contactez Maelynn directement pour vérifier les certifications.

Pour votre sécurité et votre protection, ne payez et ne communiquez que par Babysits. Ne partagez jamais d'informations personnelles telles que des pièces d'identité et des coordonnées bancaires avec une personne que vous n'avez jamais rencontrée. [En savoir plus](#)

Conclusion

- **More specialised cleaning** platforms vs. **less specialised care** platforms
 - More regulated/protected sector?
- Platforms tend to be **opaque** in their **value capture** and mostly use subscription and ads.
 - More **complex** models than in previous typologies
- More contract in **cleaning** platforms vs. lack of contract in **multitask** platforms
(in contrast to Rathi & Tandon, 2021; Rodríguez-Modroño, 2024)
 - Link between **specialisation of platforms** and **formalisation of work relationship**?
 - **Care** sector in Switzerland requires more in-depth study
- Existing typologies are not applicable to French-speaking Switzerland.
 - Lack of clear definition of “platforms”
- Three **types of service access (service, mixed/human, task-oriented)** suggest
 - Automatisations linked to standardisation of tasks?
 - Less automatisations linked to more possibility of working conditions’ negotiation?

Limitations

- Data collection through the **platform's interface** (perspective of the client):
 - **Limits access** to certain dimensions included in other studies
 - Needs to be complemented with **other methods** of data collection at later stages
- Significant quantity and configurations of characteristics observed in platforms **challenge a clear-cut division** of types of platforms
- Difficult to establish clear levels of “digitalisation” or “automatisation” of the service to **include/exclude “platforms”**

Next steps

- Further **description** of platforms and typology:
 - Continue data collection
 - Test construction of the typology
- Supplementary **quantitative analysis**:
 - Continue data analysis on other variables (tasks, price, etc.)
- **Qualitative** fieldwork

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