



Case Studies in Work-life Balance and Employee Support Solutions



CASE STUDY

Biogen reduces turnover 64% by adding work-life balance services to benefits program

> The background

Biogen, an American multinational biotech company, was experiencing 14% turnover, higher than the industry average of 9%. Leadership recognized that their turnover rate was affecting employee productivity levels and morale. To maintain a competitive advantage, they considered options that would enhance their employee benefits offering.

> The Circles solution

Biogen partnered with Circles to strategically focus on initiatives that would retain their most valuable resource – their employees. A work-life balance program was developed that included:

- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- An online solution that could also be used by a spouse or family member
- Monthly emails to remind employees of the program and the many discounted benefits that could help make their work-life more balanced

> The outcome

Providing Biogen employees with work-life balance services contributed to higher employee satisfaction levels, and reduced turnover from 14% to 5% within one year of program implementation — well below industry average.

64% reduction in turnover

2.6 hours were saved, per request

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“I don’t mind spending money on our Circles program because it’s very clear that we achieve a solid ROI.”

*– Director of International Benefit,
Biogen*





CASE STUDY

Employee work-life balance services for biotech company support everyday needs and reduce stress

> The background

A leading pharmaceutical and biotechnology company based in the northeast experienced explosive growth during and after the COVID-19 pandemic. The organization doubled its size in just two years.

During that time, company leaders recognized their teams were spending incredibly long hours immersed in research which resulted in a significant work-life imbalance. In short, working long hours left employees little time to tend to personal tasks during the day, and little energy to tackle them after work. Burnout was widespread. To remedy this, they sought a best-in-class support package that would help tick off their employees' personal "to do" lists while they were hard at work.

> The Circles solution

Working with the client, Circles developed a virtual and on-site work-life balance program that offered unlimited errand running, travel planning and other time-saving services. The program included:

- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- An online solution for all employees, with on-site support in two New England locations
- A dedicated errand runner for on-site locations, responsible for fielding and fulfilling personal errand requests from employees such as shopping, merchandise returns and more

The program was initially launched to the U.S. population but expanded within 12 months to add a second on-site errand runner and provide services virtually to their global employee population.

> The outcome

By leveraging Circles work-life balance programs, their employees have been empowered to concentrate more efficiently on their important work. Program successes to-date include:

2.7	home-life hours were saved, per request	40%	of all employees, 2,210 team members, use the service annually
82+	NPS scores measured in top percentile	#1	request was errand running (32%); #2 request was handling travel arrangements (30%)

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“The collaboration with Circles has played a pivotal role in alleviating the daily tasks that were diverting our hard-working team’s attention. These services not only boosted staff morale, but also provided a better work-life balance, resulting in increased production capacity. This has fostered a content and thriving company, poised for further expansion.”

– HR Director





CASE STUDY

Community management program for financial services giant **generates 85% ROI annually**

> The background

An American multinational financial services corporation needed to improve their current employee concierge program and take it from labor-intensive, underutilized and antiquated to digital, efficient, and innovative. They had an onsite employee concierge in larger offices, but that didn't serve the needs of remote workers and smaller locations.

They sought a scalable solution that would streamline costs, improve the digital experience, bring together their entire workforce, and promote the total rewards experience for all employees regardless of their location.

> The Circles solution

In collaboration with the client, Circles designed program goals and developed key performance measurements that touched multiple business functions including technology, marketing, customer satisfaction, staff excellence and partnerships. Since they were moving from an existing provider, it was critical to work collaboratively with the client and incumbent to develop business continuity, change management and communication strategies. The on-site community management program included:

- An industry first Community Manager role to support employees throughout their entire employee journey
- A robust schedule of on-site community events and activities that connect employees with their co-workers, their community and with unique services that add value to their lives
- A customized employee-centric approach using geographic location, preferences and request history
- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- Highly visible on-site locations with popular amenities that encourages usage
- Exclusive time- and money-saving offers and discounts from both local community and national partners

> The outcome

The program initially supported over 36,000 employees but has grown to service over 63,000 employees across all locations. Program successes to-date include:

5,200 annual requests are completed

2.5 hours saved on average per request

85% return on investment YOY

100K hours saved for employees

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98%
of employees say having access to the Circles community management program makes them more productive





CASE STUDY

Concierge program costs drop 15%, while satisfaction rate soars to 97%

> The background

Wellstar Health System, one of the largest health systems in Georgia, is a nationally recognized, not-for-profit healthcare provider. To stay competitive in the healthcare industry, they needed to improve their concierge program so that their employees were happier and could lead healthier, more productive lives.

They sought to replace a languishing program run by an underperforming provider with a new partner that could deliver work-life programs that were holistic, flexible, and inclusive for every employee, regardless of their working location. This new provider needed to possess a proven track record of ROI, and a passion to drive initiatives that would reignite, reenergize and restore their culture

> The Circles solution

Wellstar turned to Circles, who immediately set to work analyzing their current program and service delivery model. Working with the Wellstar HR team, Circles developed a unique promotional strategy that introduced new marketing materials and targeted new channels that informed and incentivized employees. A customized program was developed that included:

- A dedicated on-site Operations Manager
- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- A mobile on-site concierge team, that moved amongst multiple locations daily, for maximum impact
- An on-site errand running service, responsible for fielding and fulfilling personal errand requests from employees such as shopping, merchandise returns and more
- Exclusive time- and money-saving offers and discounts from both local community and national partners

> The outcome

The Circles program has freed up Wellstar employees' time so they can focus on what truly matters — caring for their patients and themselves. Program successes to date include:

40% reduction in program costs

97% program satisfaction rate

90+ Net promoter score

75% increase in program participation

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“Ashley shopped for a Christmas tree for me, which was beautiful and just what I wanted. The service booked my vacation at the Battery with a balcony view for the Braves game — my husband loved it! I’ve used the concierge to order food for my staff, gift wrapping and buying birthday cards. I’m very appreciative of this service, it makes Wellstar a great place to work!”
– Cynthia Newby
Director of Nursing





CASE STUDY

Global company enhances employee experience by offering work-life services to staff at U.S. headquarters

> The background

A European multinational software corporation with 22,000+ employees across nearly 200 global offices, has a U.S. headquarters in the northeast with 6,500+ employees. Despite their 40+ years' experience in the tech industry, they were facing many of the same challenges their competitors were — futureproofing their business, focusing on innovation and retaining their valuable employees.

Their on-site concierge program, critical to employee retention, was not supporting employees' needs, nor delivering to leadership expectations. To boost retention and improve the employee experience, U.S. leadership sought a new concierge provider with new ideas and a fresh approach.

> The Circles solution

Working with the U.S. leadership team and staying true to their innovative values, Circles developed an on-site work-life balance program that delivered services to 1,200 employees at their regional headquarters. The program included:

- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- A highly visible on-site location with popular amenities, staffed 4 days per week to encourage participation
- Exclusive time- and money-saving offers and discounts from both local community and national partners
- A robust schedule of onsite events and activities that would connect employees with their co-workers, their community and with unique services that would add value to their lives

> The outcome

Circles work-life balance programs have made a massive improvement to the organization's employee experience. Program successes to-date include:

98% of users say Circles services helped reduce their stress

78% of employees have repeatedly used Circles service

2.2 hours saved on average per request, freeing up valuable time for employees to enjoy more meaningful activities

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CASE STUDY

Work-life balance program is evidence of strong employer brand **for top law firm**

> The background

As the largest law firm in the world (by revenue) and the seventh largest by number of attorneys, an American multinational law firm headquartered in Chicago was looking for innovative ways to attract top talent in their highly competitive industry. They were searching for a practical tool that would provide attorneys and staff with a way to balance work and life demands.

The tipping point came when the firm's senior director of legal recruiting and development was so frustrated with juggling the demands of the upcoming holiday season with her own work, that her husband suggested she quit. Realizing it was not the work that was overwhelming her, but that 'personal stuff' was distracting her from her work, she set out to find a solution that would work enterprise wide and be consistent for every employee.

> The Circles solution

Circles created a company name branded concierge service, providing attorneys and senior staff with work-life balance advocates to help with their personal tasks and errands. The program launched with:

- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- On-site support in New York, Chicago and London offices, to fulfill requests and provide errand running services
- Virtual support for additional global locations in Beijing, Boston, Brussels, Dallas, Hong Kong, Houston, Los Angeles, Munich, Palo Alto, Paris, San Francisco and Shanghai
- Customized, exclusive time- and money-saving offers and discounts from both local community and national partners

> The outcome

65% of employees in all 15 locations use Circles services to save them time and reduce stress of having to fulfill personal obligations during their workday. And once users knew about us, they loved us: 92% are repeat users. Following the pandemic return to the office in Q3'21, business growth and employee needs dictated adding on-site and errand running services to 11 more of their locations.

65% of law firm staff use the program

92% of users are repeat users

32,102 hours saved in past five years

See what Circles can do for your organization.

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“Our goal is to provide a service that will supplement and enhance the lives of our attorneys and give them an opportunity to spend their very precious downtime on what they want to do.”

– Sr. Director, Legal Recruiting and Development





CASE STUDY

Hospitality program at corporate HQ personalizes visitor experience with 100% satisfaction

> The background

A leading hospitality company wanted to extend the same hospitality experience they gave to their customers, to employees and visitors in their newly redesigned headquarters. With over 7,000 properties and one million+ rooms in 124 countries, they clearly know how to deliver exceptional service in a hotel setting. They sought a service provider with equally high quality standards to deliver that same service in a corporate setting. More specifically, they wanted each employee and visitor that came to their headquarters to feel welcomed, energized, productive and leave with a lasting impression of world-class service.

> The Circles solution

Circles consulted with the hotel's brand and workplace services teams to design and implement a world-class employee and visitor experience. After reviewing space designs, employee demographic information, visitor volume trends and local community activity, Circles created a central hub that was the focal point of their headquarter entrance. It would focus on the visitor experience, engage employees throughout their day, make guests feel welcomed, and continually add value and awareness for their brand. Their hospitality program includes:

- A unique visitor experience program that engages employees and visitors at every point during their visit
- A customized employee and guest experience that uses data and preferences for personalization
- A Hospitality Manager and dedicated team who serve as site ambassadors to fully support employee and visitor needs
- A wide scope of workplace experience services including: a dedicated welcome desk, badging and lobby oversight, sundries and personal items, visitor management and wayfinding services, luggage handling, switchboard services, conference room management, concierge services, and more

> The outcome

Annually, the Circles hospitality team supports

100,000+
employees and guests

Surveyed employees confirmed

100%
satisfaction with
hospitality team

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“We had a small group of vendor partners visit and could not stop talking about how wonderful your team made them feel upon arrival at the HQ. “They made us feel like family” were their exact words. What a stellar impression! These partners are already looking forward to their next visit.”

– HQ Director



CASE STUDY

Community management launched during pandemic fulfills need for employee well-being

> The background

A leading mortgage financier in the U.S. was relocating thousands of employees to new campuses in Texas and Washington, DC. Prior to the move, they had managed their culinary and facilities areas, but had no true hospitality component that would tie the employee experience together. When they completed the relocation, they wanted to welcome all employees back by giving them a more robust hospitality solution that would help them acclimate to their new space and improve their work-life balance. They sought a program that provided value to both employees and the organization.

> The Circles solution

Circles began supporting employees, visitors and guests in these new locations by manning their lobby welcome desks, issuing visitor badges, signing for packages and providing way-finding support. As usage of those services increased, more on-site services were added including dry cleaning services, car washes, employee events and more. To provide additional support to remote and hybrid employees, virtual team building events and activities followed. High levels of participation validated the critical importance of employee engagement, employee well-being and employee appreciation. A third community manager soon followed at their Virginia location. Their community management program includes:

- A dedicated Community Manager role that supports employees throughout their entire employee journey
- An on-line community portal connects employees with resources and information on work-life balance programs
- A robust schedule of on-site community events and activities connects employees with their co-workers, their community and with unique services that add value to their lives
- Weekly event announcements and monthly e-newsletters contain exclusive time- and money-saving offers
- A personalized web and mobile experience is supported 24/7 by Circles work-life balance advocates

> The outcome

The program supports over 14,000 people who work remote, hybrid or on-site in Virginia, Washington, DC or Texas locations. Program successes to-date include:

4-5★ experience rated by employees attending events

2,500 registered users receive ecommunications

6,000 employees attended virtual events over 18 months

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Law firm seamlessly transitions to new concierge provider and usage soars 175%

> The background

One of the world's premier law firms was looking to improve its concierge services to better support their attorneys and partners. Service levels from their current provider were inconsistent and unreliable, at best. They needed more active and forward-thinking account management and a predictable cost structure to budget more effectively. Finding and moving to a new partner seemed daunting, but the program was underperforming and not meeting the firm's expectations.

> The Circles solution

The Circles team approached the law firm with a better solution and worked with the firm's Associate Engagement leadership to tailor the new, more robust program. It was designed similar to their current program but with additional value-added features that included unlimited errand running priced at a flat rate, giving them more consistent fulfillment across all locations and a more predictable budget. The Circles team presented a side-by-side comparison of the current and proposed program inclusions, benefits and costs, along with industry benchmarks from other legal clients. This data-driven approach empowered the firm to make an informed decision. Circles guided the seamless transition and the program launched in under six weeks. The virtual program includes:

- A personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates
- Global support for users, with +1 benefit for spouse, partner, significant other at no additional cost
- Unlimited errand running services in US cities including New York, Boston, Chicago, Houston, Los Angeles, Washington, and Palo Alto; and international cities including Beijing, Frankfurt, Hong Kong, London, Paris, Singapore and Toronto
- A dedicated account director to provide constant communication and strategic direction including quarterly reporting, employee surveys and annual business reviews
- Ongoing marketing support to promote the program, including monthly newsletters
- Customized, exclusive time- and money-saving offers and discounts from local and national partners

> The outcome

The program provides comprehensive support and high touch, high-tech services to over 2,000 firm staff worldwide. Services range from everyday lifestyle support like securing dinner reservations and handling local errands, to fulfilling unique requests like arranging rug cleaning services, to helping manage hundreds of intricate details during significant life events like relocation and marriage.

+127% increase in unique users:
36% ERRANDS from 234 to 532

+175% increase in usage: from 486
42% ERRANDS to 1,335 requests

See what Circles can do for your organization.

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"I love this service. I often can't leave work to make returns across the city during the day while the stores are open. Circles makes my life so much easier."

– Caroline

