

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, well above the industry average of 9%. Leadership saw the impact on productivity and morale, and began looking at ways to strengthen their employee benefits offering to stay competitive.



The Circles solution

- › Focused on initiatives that would retain their most valuable resource – their employees
- › Provided an online solution available to employees and their spouse or family member
- › Promoted the program with monthly emails highlighting program benefits and discounts
- › Delivered a personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates

The outcome

Work-life balance services contributed to higher employee satisfaction levels, and reduced turnover from 14% to 5% in one year — below industry average.

64% > reduction in turnover
2.6 > hours saved per request, on average

See what Circles can do for your organization.

[Learn more](#)

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

*Director of International Benefits
Biogen*