

Community management program for financial services giant generates 100% ROI annually



The background

A global financial services corporation based in Boston needed to modernize its employee concierge program, which had grown labor-intensive and underused. Their on-site model worked for larger offices but left remote workers and smaller locations without support. They needed a scalable solution that could serve their entire workforce, regardless of location.



The Circles solution

- › Introduced an industry-first Community Manager role to support employees through their entire journey
- › Developed performance measurements spanning technology, marketing, customer satisfaction, staff excellence and partnerships
- › Built a business continuity and change management plan to ensure a smooth transition from the incumbent provider
- › Hosted events connecting staff with co-workers and their community
- › Customized the experience by location, preferences and request history
- › Established highly visible on-site locations with popular amenities
- › Provided exclusive discounts from local and national partners
- › Delivered a personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates

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The outcome

The program initially supported over 36,000 employees but has grown to service over 68,000 employees across all locations.

43,712 > requests completed annually
4.2 > hours saved per request, on average
183K+ > hours saved for employees

See what Circles can do for your organization.

[Learn more](#)

91%

of employees say having access to the Circles program makes them feel more valued.