

Wellstar concierge program costs drop 15%

while satisfaction rate soars to 97%



The background

Wellstar Health System, one of the largest health systems in Georgia, needed to improve their concierge program, which had underperformed with its previous provider. They wanted a partner with a proven ROI track record who could deliver a program that was flexible and accessible to every employee, regardless of location.



The Circles solution

- › Assigned a dedicated on-site Operations Manager
- › Developed a promotional strategy with new marketing materials and targeted channels to drive awareness
- › Deployed a mobile concierge team to move among multiple locations daily
- › Provided on-site errand running for requests like shopping and merchandise returns
- › Secured exclusive discounts from local and national partners
- › Delivered a personalized web and mobile experience, supported 24/7 by Circles work-life balance advocates

The outcome

- 15% > reduction in program costs
- 97% > program satisfaction rate
- 90+ > Net Promoter Score (NPS)
- 75% > increase in program participation

See what Circles can do for your organization.

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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