



Global law firm ranks higher in ‘quality of life’ after concierge program launches in 18 cities

> The background

A leading international law firm with offices around the globe recognized a growing gap in how employee support was delivered. While their Chicago headquarters offered traditional concierge-style services — such as dry cleaning, hotel bookings, and shoe shines — those offerings were only available locally. The firm sought a scalable, digital solution that would deliver work-life support to all employees worldwide, virtually or on-site. The HR team saw an opportunity to provide every one of their 3,600+ employees — regardless of location or level — with access to high-quality, consistent work-life support. The goal was simple: to reduce stress, save time and improve all employees’ quality of life.

> The Circles solution

Circles launched the program as a virtual concierge and tailored it to meet the needs of their large, globally dispersed workforce. A customized client portal gave all employees a single, branded entry point for personal support and time-saving services — accessible 24/7. Unlike firms that limit participation to senior partners, this program was open to everyone, everywhere.

The rollout began with a small HR group, expanded to the full HR team in month two, and launched firmwide by month three. To drive awareness and engagement, Circles provided a full marketing toolkit including a monthly email newsletter, digital signage and ready-to-use internal messaging. To help ensure relevance and early adoption, region-specific content, partners and offers were developed for previously underserved employees in South America and Europe.

> The outcome

In just the second full quarter after launch, the program yielded successes:

50%+

of users from three largest offices demonstrated strong participation

“Great”

NPS scores from satisfied program users

3.5

hours saved per request

With employees feeling more supported and gaining back valuable hours, the firm saw a measurable impact in firm culture and overall well-being, climbing over 20 spots to land in the top 10 of the [*Best Law Firms to Work For Quality of Life rankings*](#).

See what Circles can do for your organization.

[Learn More](#)

“As someone who loves to stay organized and proactive, Circles Concierge has been an incredibly valuable benefit. The results you provided from the two requests I sent have given me such peace of mind. I’m now ahead of the game on tasks that usually weigh me down. Thank you!”

– Firm employee

