



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

See what Circles can do for your organization.

[Learn More](#)

"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