



CASE STUDY

Transition to virtual concierge drives 482% higher engagement and saves employees 10,405 hours

> The background

One of the nation's largest insurance providers launched its concierge program in 2014 to support U.S. benefit-eligible employees and its Board of Directors. The model relied on a Boston-based account manager, two off-site concierges and pooled virtual support, with capacity to handle approximately 675 requests per month.

Over time, however, actual engagement remained limited. Historical program data showed that just 987 total requests were completed in 2024 using this model. As the workforce was shifting to a hybrid environment, leadership recognized the need for a more scalable, accessible solution designed for how employees work today.

> The Circles solution

Circles shifted the program from a primarily on-site model to a fully virtual concierge program, capable of supporting all benefit-eligible U.S. employees, whether they work in a corporate office or remotely. The program runs 24/7/365, ensuring no employee is left without support regardless of time zone or schedule. The full program includes:

- A personalized web and mobile experience, supported around the clock by Circles work-life balance advocates
- Virtual concierge services that cover travel planning, dining reservations, entertainment, shopping assistance and more
- Enterprise-wide access across the organization, ensuring all employees receive the same high-quality concierge support
- Seamless request management via online portal, email, phone or app

Our personalized service delivery and deep expertise in work-life support helped employees engage with the program far beyond prior usage.

> The outcome

Circles completed 5,741 requests in the first year, 9.5% above projections, and achieved an "excellent" employee Net Promoter Score (NPS).

482%
increase in
usage (requests)
compared to the
prior annual total

10,405
hours were saved in
year one, helping
employees stay focused
and supported at work

84%
of employees reported
feeling valued as a result
of having Circles concierge
available to support them

See what Circles can do for your organization.

[Learn More](#)

