

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



The background

One of the nation's largest insurance providers launched its concierge program in 2014, relying on a Boston-based account manager and two off-site concierges with capacity for about 675 requests a month. Engagement stayed low — just 987 total requests were completed in 2024. As the workforce shifted to hybrid, leadership needed a more scalable, accessible model.



The Circles solution

- › Shifted the program from a primarily on-site model to a fully virtual concierge, available 24/7/365
- › Provided virtual concierge services covering travel, dining, entertainment and shopping assistance
- › Opened enterprise-wide access, giving all employees the same high-quality concierge support
- › Enabled seamless request management via online portal, email, phone or app
- › Delivered a personalized web and mobile experience, supported around the clock by Circles work-life balance advocates

The outcome

- 482% > increase in usage/requests YOY
- 10,405 > hours saved in one year
- 84% > say program makes them feel more valued

See what Circles can do for your organization.

[Learn more](#)

Circles completed

5,741

requests in the first year,

9.5%

above projections and achieved an “excellent” Net Promoter Score (NPS).