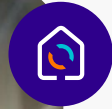


Strategic broker collaboration powers high-impact work-life support for 3K+ biotech employees



The background

A benefits broker representing a pharmaceutical and biotech company came to Circles with an urgent request: support 40 R&D employees working 16-18 hour days during a major vaccine rollout. These employees had little time for personal responsibilities, which was affecting morale. Their existing errand-running vendor, limited to one Boston location and pre-purchased items only, wasn't meeting real-time needs.



The Circles solution

- › Extended services to employees and their spouses or partners across four key U.S. regions
- › Validated the offering with a two-week pilot and five testers, including HR and experienced users
- › Deployed on-site errand runners to handle tasks like shopping, returns and dry-cleaning drop-offs
- › Kept the broker involved through weekly meetings to refine communications for the hybrid workforce
- › Delivered a personalized digital experience, accessible via web and mobile, supported 24/7 by Circles work-life balance advocates

The outcome

- 36% > usage by employees in year one
- 2.6 > hours saved per request, on average
- 82% > YOY increase in total hours saved
- 101% > ROI by year two of program
- 80+ > NPS score, in the excellent category

See what Circles can do for your organization.

[Learn more](#)

The successful pilot led to leadership approval for a

3,000

employee national rollout.