

Revitalized community management program

increases employee requests by 471%



The background

The community management program at an American multinational energy corporation wasn't performing well. On-site services weren't top of mind for employees, and the Community Manager's other responsibilities left little room to grow the program. Leadership wanted to refresh it to improve the employee experience of 800+ employees and use it to attract new talent.



The Circles solution

- › Hired and trained a new Community Manager with local community connections, and located her in a high-traffic main-floor location
- › The Community Manager joined every Employee Resource Group and built relationships with departmental office assistants
- › Launched with a three-day event featuring contests, giveaways and a vendor fair with local and national brands
- › Promoted amenities and monthly events through customized marketing
- › Built an online community portal connecting employees to co-workers and resources, including a schedule of local events and activities
- › Delivered a personalized web and mobile experience, supported by Circles work-life balance advocates

The outcome

- 125% > increase in unique users
- 471% > increase in support requests YOY
- 70% > usage from the employee population
- 12+ > local partnerships provided deals

See what Circles can do for your organization.

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