

Redesigned employee support services program drives requests up 323%



The background

The U.S. region of a French multinational personal care corporation was seeing low adoption of its work-life balance benefits — a 7.9% usage rate across 10,000+ employees. Their incumbent provider restricted usage and required co-pays for some services, and the program hadn't kept pace with what employees expected from a modern, digital benefit. HR leaders needed a provider who could rebuild the program from the ground up.



The Circles solution

- › Staffed one work-life balance specialist in four key offices, led by a dedicated Account Director
- › Provided concierge services for all employees, from dining reservations to major life milestones to errand running, regardless of location
- › Offered on-site convenience services like car detailing and dry-cleaning drop-off in four locations
- › Curated money-saving discounts and promotions for all employees
- › Promoted the program through customized marketing
- › Built an online portal connecting employees to program resources
- › Delivered monthly and quarterly reporting to track usage and satisfaction

The outcome

- 6,783 > requests fulfilled in year one
- 323% > increase in requests compared to incumbent
- 2X > increase in users in year one
- 16,780 > hours saved in one year
- 89 > NPS score, in the world-class category

See what Circles can do for your organization.

[Learn more](#)

"After an airline luggage mix-up, I was dreading a trip back to the airport. Kristov picked up my bag and delivered it to me the same day, so I could keep working without interruption. It saved me time and made my day so much easier."

Edita (employee)