

Digital Concierge Case study

Boosting Employee Wellbeing & Productivity at Bank of America with Circles

The challenge:

- In the competitive financial services sector, attracting and retaining top talent requires more than offering competitive salaries. Bank of America recognised that to remain a leading employer, they needed to elevate their employee benefits strategy—delivering meaningful, personalised support that directly improves employee wellbeing.
- In a high-pressure banking environment, employees face long hours, complex responsibilities, and high performance expectations. Time is often their scarcest resource. Bank of America sought to provide a benefit that would lighten the personal and administrative load, enabling employees to focus on their careers and personal priorities.

The Circles Solution:

Circles partnered with Bank of America and integrated seamlessly into the bank's existing third-party benefits platform, ensuring a unified, easy-to-access experience for employees.

Key elements included:

Unlimited Lifestyle Support

Covering life admin, travel planning, and concierge services to help employees reclaim valuable time.

Personalised Digital Platform

A web and mobile experience, available 24/7 and tailored to each employee.

Proactive Engagement

Regular communications encouraging employees to take full advantage of the programme.



The Outcome

A Stronger, More Supportive Benefits Offering

By integrating Circles directly into its existing benefits platform, Bank of America enhanced its reputation as a forward-thinking, people-focused employer. Employees reported improved work-life balance, reduced stress, and greater appreciation for the organisation's investment in their wellbeing—strengthening engagement, satisfaction, and retention.

The program launched to thousands of employees and quickly achieved:

75+
net promotor score

Employees gained back an average of

4 hours

High ongoing utilisation
reflecting strong engagement