



100% Recommendation Rate

How Circles Transformed Front-of-House
Excellence at Quilter

Overview

Quilter, one of the UK's leading wealth management organisations, sought a front-of-house (FOH) partner capable of delivering a **consistently elevated experience** for employees, clients, and VIP guests.

In early 2025, Quilter engaged Circles to **manage its FOH operations**, including reception, visitor management, and event support.

Circles deployed a team of six FOH specialists, a dedicated FOH Manager, and an on-site Event Coordinator, **creating a cohesive unit** aligned around service excellence, brand representation, and the seamless functioning of Quilter's workplace environment.



Objectives

-  Deliver a flawless guest and employee experience, every day
-  Strengthen Quilter's brand through professional, personable FOH engagement
-  Build an embedded partnership with the client team, founded on transparency and trust
-  Elevate event support with a dedicated coordinator to enhance internal and external functions
-  Introduce service innovations and hospitality-driven standards to modernise FOH operations



Our Approach

1. A Team Built for Excellence

Circles recruited and trained a FOH team selected for hospitality mindset, attention to detail, and strong interpersonal skills. The structure – a six-person team led by a Circles FOH Manager and supported by an Event Coordinator – ensured robust coverage, agility, and consistent service quality across all touchpoints.

2. Embedding a Hospitality Culture

We introduced a service framework inspired by luxury-hospitality standards, focusing on:

- Warm, personalised greetings
- Anticipatory service
- Proactive problem-solving
- Discreet but attentive support

This approach reshaped the FOH environment into a high-touch, memorable experience aligned with Quilter's values.

3. Seamless Event Coordination

With an on-site Event Coordinator, Circles elevated the quality and efficiency of internal and external events. From board meetings to investor sessions and team-building activities, Circles ensured flawless logistics, polished execution, and coordinated communication with Quilter stakeholders.

4. Partnership & Continuous Improvement

From the outset, Circles prioritised open dialogue with the client. Monthly meetings, transparent reporting, and proactive recommendations allowed the FOH operation to evolve continuously.

This collaborative mindset led to an exceptionally strong relationship with Quilter's leadership, characterised by mutual trust and shared goals.



Quilter Results:

The transition to Circles has resulted in a measurable transformation of the onsite experience.

Recent performance data confirms the success of the partnership:

	Results
Service Recommendation Rate	100%
Improvement to Onsite Experience	86%
Contribution to a Productive Workplace	86%

A Transformed FOH Experience

The introduction of Circles’ team and service approach created a noticeable uplift in the professionalism, warmth, and reliability of Quilter’s FOH operations.

Enhanced Guest and Employee Satisfaction

Visitors and staff consistently reported higher satisfaction levels, citing improved interactions, faster support, and more polished service touchpoints.

Flawless Event Execution

The dedicated Event Coordinator delivered a new level of structure and consistency, contributing to smoother operations, improved stakeholder experience, and reduced internal workload.

A Trusted, Valued Partnership

Quilter’s leadership has expressed strong appreciation for Circles’ commitment and service philosophy. Martin French, Head of Facilities Management, described working with Circles as “a breath of fresh air,” praising the team’s energy, professionalism, and consistently positive approach.

Conclusion

Through thoughtful team training, hospitality-driven service, and deep partnership with the client, **Circles transformed Quilter's front-of-house experience** into an exceptional, modern, and efficient operation.

The result is a FOH environment that not only reflects Quilter's brand but enhances it – **delivering elevated experiences** for every employee, guest, and stakeholder who walks through their doors.

