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GEM

Case Study

Circles/AMEX



Overview

Circles is a global provider of concierge and personal assistant services with offices in the United States, United Kingdom, and Europe.

Challenge

GEM's challenge was to develop a Luxury Market Research (primary and secondary) and digital and customer service strategy and tactics to enhance Circles/AMEX Concierge Services. This would be accomplished via new platform development, metrics, customer satisfaction scores, and innovative technologies that enhance customer engagement and conversions.

GlobalEdgeMarkets (formerly Social2B) reviewed the existing call center and concierge services platform.

The logo for GEM (Global Edge Markets) features the letters 'GEM' in a bold, sans-serif font. The 'G' and 'E' are white, while the 'M' is a vibrant teal color.

X



circles
sodexo group

What We Did

We provided state-of-the-art primary and secondary research and strategy to enhance Circles/AMEX concierge services with actionable tactics.

We also enabled Circles/AMEX to implement innovative enhancements to their existing Concierge infrastructure and staff.



Results

- Better and faster client engagement;
- Better time on site and higher conversion numbers;
- Increased sales by 35% - 40%
- Built a community around the brand and promoted sales via social, email, and inbound marketing engagement.



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Contact Us

Want to Take on The Global Market Expansion with Confidence?
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