

# CASE STUDIES

by tritium 

## Circles/AMEX

# 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

Develop a Luxury Market Research (primary and secondary), digital and customer service strategy, and tactics, to enhance Circles/AMEX Concierge Services via new platform development, new metrics and customer satisfaction scores, and new innovative technologies to enhance customer engagement and conversions.

tritiumDX (formerly Social2B) was involved in reviewing the existing platform for call center and concierge services, while developing the overall strategy listed above.



## SOLUTION

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, staff.



# CIRCLES/AMEX

## 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, inbound marketing engagement.



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