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case 3-746-708

July 28, 2025

PeopleReign Inc.: Smart HR and IT Services Through AI

Human capital is one of the most critical assets in any organization. With the modern digital transformation, enterprises are under immense pressure to streamline their internal operations, particularly within human resources and information technology, to provide a seamless experience for their employees. According to Gallup, companies with high employee satisfaction scores (of 75% or above) are 21% more profitable on average, and McKinsey & Company reports that investing in improvements to the employee experience can double satisfaction levels.¹ Hence, companies strive to ensure that employees can focus on their jobs and not frustration from poor experiences with various enterprise employee services such as HR and IT.

Despite technological advancements, many organizations continue to need help managing employee services efficiently. Traditional help desks, often overwhelmed by high volumes of service requests, struggle to keep pace with modern workforce demands. Although these services are often viewed as non-core activities, they are necessary to keep employees functioning effectively, and the costs associated with adequately providing them are significant. Any drop in the quality of these experiences often leads to reduced employee satisfaction, diminished productivity, and even loss of competitive advantages for the organization.

Research by Deloitte reveals that companies spend an average of \$20 to \$30 per employee service request, contributing to a global annual corporate spend of approximately \$24 billion on IT and HR services.² However, the return on these investments often failed to meet expectations due to poor-quality experiences. This underscores the critical need for enterprises to rethink their delivery of these key employee services to enhance employee satisfaction and overall value to the company.

Dan Turchin, founder and CEO of PeopleReign, recognized this gap in expected service outcomes and saw an opportunity to revolutionize employee service management with technology. While his primary motivation was to enhance employee experiences and increase satisfaction, productivity and efficiency improvements were additional benefits of his business model.

Published by WDI Publishing, an Initiative of the William Davidson Institute (WDI) at the University of Michigan.

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