

HigherRing

CASE STUDY

Outsource customer support or back-office operations to HigherRing and create stable, living-wage jobs with benefits while receiving high-quality, values-aligned managed services.

Overview

HigherRing partners with purpose-driven organizations that need high-quality, values-aligned managed back-office support. What sets HigherRing apart is its commitment to ethical employment practices worldwide, with team members in the United States, Philippines, Colombia, and El Salvador, enabling clients to strengthen their supply-chain impact without compromising service quality while ensuring living wages and comprehensive benefits regardless of location.

By investing in stable jobs, comprehensive benefits, paid training, and employee well-being, HigherRing delivers significantly lower turnover than industry standards, stronger customer relationships, and measurable long-term cost savings for clients.

Some of Our Customers

- Opticos Design
- Sun Light & Power
- RipRap Security
- The Change Climate Project
- ECOBAGS
- Mill
- Nia Impact Capital
- Hipcamp



Innovation in Action

HigherRing demonstrates that ethical labor practices are not a trade-off, but a competitive advantage. By investing deeply in employee care, the company has achieved turnover rates well below the 30-40% industry average, improving continuity, service quality, and long-term client satisfaction.

Initiatives such as open-book management, employee stock ownership, and profit-sharing ensure that employees directly share in the success they help create. These practices reinforce HigherRing's commitment to transparency and shared value as core components of workplace dignity.

What's Next

As HigherRing continues to grow, its focus remains on sustainable expansion without compromising values. The organization is committed to proving that businesses can deliver exceptional service while centering worker dignity and environmental responsibility—demonstrating that stakeholder capitalism is both viable and scalable.



What and How to Buy

HigherRing provides fully managed operational support for mission-aligned organizations.

Services include:

Customer & application support, bookkeeping & financial operations, sales operations, executive assistance, business & marketing operations, and eCommerce/wholesale operations.

How to engage:

Start with a consultation to assess needs. HigherRing develops a customized scope (fractional hours to full teams), manages onboarding, and provides ongoing supportive oversight — eliminating the need to recruit, hire, or manage staff internally.

Impact Snapshot

- **Employees:** Ranges between 40-50
- **Employment Model:** Fully remote, distributed globally
- **Paid Benefits:** Healthcare, dental, vision, PTO, paid sick leave, paid volunteer time, Employee Stock Incentive Plan), HSA/FSA, free financial coaching, education stipends, and interest-free loans, paid time to work election polls, computer equipment provided
- **Mental Health Access:** Free online therapy for all employees
- **Profit Model:** Shared value through profit-sharing and reinvestment

The Model

Revenue Model: Bootstrapped and self-funded through founder investment and client service revenue. All impact is generated directly through core business operations—no philanthropic offsets or separate social programs. HigherRing proves that ethical outsourcing can be profitable and scalable when built on deep investment in workforce stability, transparency, and long-term well-being.

Organizational Structure: Operates with an intentionally flat structure that emphasizes autonomy, trust, and accountability. Led by founder Michelle Hirons (CEO), with co-founder Susan Hopkinson and COO Katie Carano, the executive team collaborates with managers supporting customer support, eCommerce/wholesale clients, business operations, and financial operations.

Learn More

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