

Shore Group Associates Case Study: Accelerated Content Expansion



Solutions Used

- Created 10-person pilot program
- Implemented training program onshore and offsite
- Structured and defined recruiting program
- Established foundation to support rapid growth program through SME training

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SUMMARY

A financial technology company sought to establish a highly-scalable content infrastructure, including research professionals and enabling technology. This infrastructure needed to be operational within a very short time span in order to support aggressive business development goals.

PROBLEM

The company couldn't scale rapidly enough to fulfill new project initiatives dependent on researchers with varied skill sets (voice/phone, internet, writing, foreign language, complex data collection/analysis). The data collection teams, which were not customer-facing, were stationed in high-cost locations. The developer resources couldn't effectively meet the high volume of demand from research teams for collection tool enhancements and creation of new tools to house and manage new content for new initiatives. The onshore team was skeptical that off-shore resources could produce quality data and high throughput demanded by North American customers.

IMPLEMENTATION

- Onshore team created detailed job descriptions. Shore hosted recruitment drives and short-listed high-end candidates; positions requiring phone skills further screened by partner
- Company and Shore IT teams set up secure server and desktop virtualization, so India staff could connect to content collection applications
- Following a brief initial remote training period, representatives from the onshore location were sent to India to conduct in-person training
- Every offshore team lead had a dotted reporting line to an onshore team lead
- Weekly meetings utilize video conferencing, teleconferencing and/or desktop sharing
- Production and quality metrics generated daily/weekly/monthly to ensure business targets were met
- Onshore team leaders traveled several times annually to India for trainings and relationship building

RESULTS

The pilot grew to a 100+ staff over five years with new roles added year after year. Additional developers allowed for increased release schedule of internal and external-facing apps. Additional researchers enabled the partner to expand content sets rapidly and compete more effectively against a larger competitor.

