

Creative Drive Case Study

Industry: Digital Agency

Tech Category: Staff Augmentation

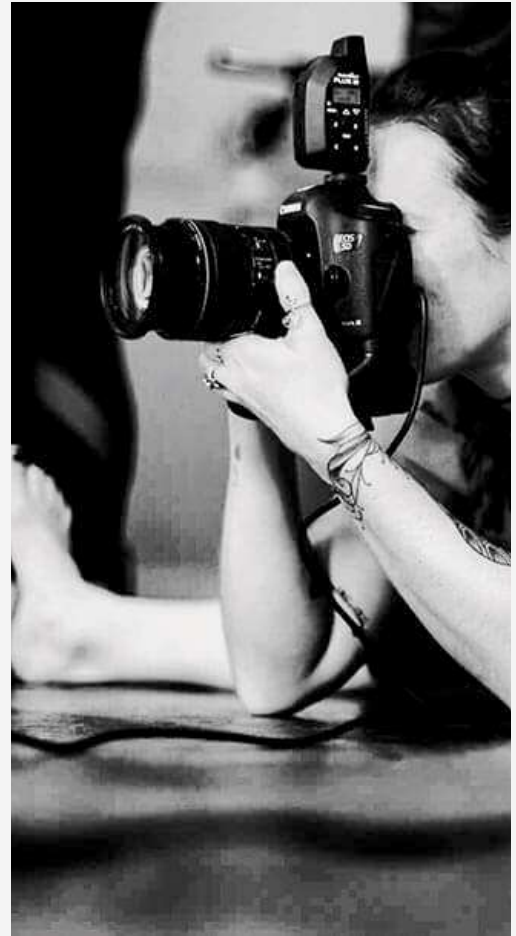
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Finding local software developers in North America is a difficult, expensive process, especially when scaling operations. However, one Dallas-based digital agency discovered that skilled talent was available in the same time zone, without the high price point.

The company produces a large volume of emails for its clients, which requires a sizable dedicated team with specific technical skills. As demand for its email marketing services grew, the company was struggling to respond efficiently to its clients.

Most of the agency's clients were non-profit organizations, so hiring local talent was not an option due to the high cost involved. Furthermore, outsourcing the work to an offshore provider was not an ideal alternative because of the quick turnaround time that these emails required.

After assessing several developers in Latin America—also known as the American Nearshore, in outsourcing terms—the company found what it was looking for in Costa Rica, with digital services provider Creative Drive.



The Challenge

The client company was creating approximately 300 emails per week, all of which required a high level of quality and accuracy. Creative Drive's team also had to adapt to the client's way of working, as there was some initial friction regarding project management tools.

“We realized that the client was not comfortable using Jira and decided it would be easier if we adopted their platform, Asana, and compensated for its shortcomings on our end,” said Henry Nanne, CEO of Creative Drive Costa Rica.

Once you adapt to your client, you stop being an obstacle and become a benefit.

Once the communication channels and project management tools were established, the companies then had to align on workflow management and metrics reporting, with Creative Drive being granted the necessary access to navigate through the client's procedures.

The Solution

Creative Drive began training a dedicated team once the fundamentals had been set. According to Nanne, he found it crucial to align expectations with the client from the offset, especially as this was their first time trusting an external partner with a huge workload.

To ease the client's mind, Creative Drive determined procedures for measuring incidents, as well as proposing weekly and monthly reports that would allow the client to assess performance. The first report was presented within three weeks, showing which objectives the company had met and reasons why certain goals had not yet been achieved. Nanne added that the reports were focused on making improvements visible and identifying which team or unit made the improvement.

The client was satisfied with these initial reports and saw that we were meeting our objectives, so the conversation shifted to how we could help improve the agency's existing processes," said Nanne. "This changed the group dynamic and led to even higher levels of efficiency

The Results

Creative Drive established several goals and quality standards to achieve 90% to 95% accuracy when sending emails, all of which were met and exceeded during the first two months. The company successfully increased service quality without increasing costs or negatively impacting delivery dates. As a result, the client increased the number of work orders, which is now translating into more revenue.

The Costa Rican developer is still engaged with this project and is now in talks with other business units to train more dedicated teams.

At first, it is common to find that a client's expectations are misaligned with the provider's understanding of what the customer wants," said Nanne. "However, we have found that by aligning expectations in the earliest stages of the project, clients will understand that any mismatch is temporary and that the value of a knowledgeable nearshore partner is far higher than they expected. project," concluded Rojas.

In 2 months, Creative Drive met and exceeded quality and accuracy goals of over 90%.

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