

Major Upgrade of Mobile and Web Applications Results in Increased Revenue

Successful completion of digital transformation initiative achieved on time and 14 percent under budget.

Customer Profile

A multinational banking and financial services holding firm with global operations

- 6,000 branches nationwide
- 247,000 employees
- \$96.6 billion in revenues

Challenge

Customer was engaged in a massive overhaul of mobile and Web applications to improve customer Web experience and standardize business continuity messaging, the successful completion of which could increase revenue by \$300 million.

Solution

Kforce proposed a comprehensive plan to leverage Kforce's National Recruiting Center, redefine recruiting processes to focus solely on contract-to-hire professionals and expedite the talent acquisition process to secure top talent.

Outcome

The digital transformation project was completed on time and under budget, ensuring user experience continuity and the creation of a newly established Digital Communications team.

14%

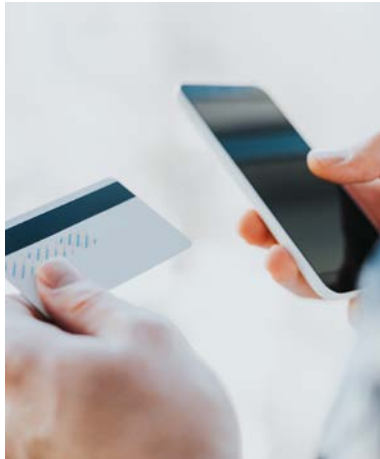
under budget
and on time

\$3.6M

in increased
revenue

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Challenge

A multinational banking and financial services giant believed it could boost market share and increase revenue by \$300 million if it took on a major overhaul of its mobile and Web applications. Recognizing the positive impact this opportunity would present to cardholders worldwide, the company launched a \$3.6 million digital transformation project it coined the "Customer Journey, User Experience."

Target objectives included:

- Ensuring the customer's visual and functional experience was identical, regardless if initiated via mobile devices such as iPhone or Android or the bank's website
- Establishing consistent messaging throughout all cardholder customer segments, including clients, customers and investors

This Digital Transformation project was under a high sense of urgency to kick off, as the current website's inconsistent look and feel and disparate messaging were causing the bank to lose out on billions in revenue. The bank's internal resources, however, lacked the bandwidth and speed-to-market resources needed to find top talent for the project. The bank turned to its staffing partners to seek solutions and develop a strategy to get the project underway quickly.

Not only was the customer searching for a partner that could identify the key skill sets required for the project in a short amount of time, but the bank also wanted the option to retain the talent allocated and create a permanent team upon completion of the Digital Transformation project. The bank considered the latter a critical component of the strategy, as the long-term plan was to create a permanent team that would be responsible for ensuring the ongoing effectiveness of the user's digital experience.

During the project bidding process, Kforce competed with two other staffing firms to secure the opportunity. The bank ultimately identified Kforce as its best partner due to its successful track record in identifying and providing highly skilled professionals within tight deadlines.

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Solution

Kforce went to work quickly to create a customized and comprehensive plan. The plan included:

- Leveraging staffing specialists in both the local market and Kforce's National Recruiting Center to establish an aggressive talent acquisition strategy
- Redefining the process to focus entirely on the limited population of consultants interested in contract-to hire opportunities
- Fast-tracking the bank's internal talent acquisition process to ensure top talent could be secured quickly
- Restructuring the original agreement to allow managers the flexibility to find candidates via other sources such as HR fulltime recruitment, internal employees, online applicants and personal networks
- Establishing an engagement management program to provide weekly and monthly reviews to ensure the bank's satisfaction with established performance metrics

In-demand skill sets required for this project included: project managers with mobile experience, business analysts, Java developers with IOS/Android experience, mainframe developers with COBOL and online CICS experience, and mobile and ETL quality assurance testers. Per the bank's request, Kforce was to deliver these skill sets in three phases.

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Outcome

The Digital Transformation project was ultimately completed on time and 14 percent under budget. Kforce exceeded the customer's expectations by successfully filling all roles on the newly established Digital Communications team within a very condensed timeframe, while also adhering to a stringent process to secure the highest-quality talent needed.

The strategic partnership with Kforce helped the bank achieve its key objectives of ensuring user experience continuity throughout the bank and establishing a Digital Communications team. Kforce continues to maintain a strong relationship with the customer, helping support the Digital Communications team and various other firm initiatives.

About Kforce

Kforce is a leading Technology and Finance & Accounting professional staffing services firm with a national network of over 60 offices, two National Recruiting Center locations in Tampa and Phoenix and more than 2,000 staffing specialists. Annually, we engage over 23,000 highly skilled professionals in both flexible assignments and direct hire placements with more than 4,000 customers of all sizes, including 70% of the Fortune 100.