eCommerce Transformation Powers B2B Product Line Expansion

Reestablished stakeholders' confidence in the initiative, due to Kforce's Managed Services solution.

Customer Profile

An American multinational telecommunications conglomerate

- 130.4 million customers
- $130 billion in annual revenue

Challenge

Undertake an extensive eCommerce initiative to enhance business customers' digital experience.

Solution

Implement Kforce's Managed Services model to drive the engagement's human capital activities so the customer could focus on business priorities.

Outcome

Exceeded expectations, building a 55-person consultant team within a three-month delivery schedule.

55
consultants placed in 3 months

0
turnover rate of consultants

Challenge

A B2B product line expansion drove a global telecom giant to create a new platform to enhance user experience and increase revenue. The extensive eCommerce initiative included user interface redesign, content enhancements and functionality improvements to provide a world-class digital experience.

However, the project faced significant human capital challenges from the start. The vendor initially selected for the engagement lacked structure and control of its consultants, which led to budget overages and limited visibility on delivery cycles. Facing the risk of failure, the telecom leader contacted Kforce for help.

Solution

Kforce implemented its customer-centric Managed Service, a fully-packaged human capital management solution designed to increase customers' focus on strategic business priorities and decrease time spent on workforce and project management.

Kforce customized a scalable project delivery model to support the customer's needs. An on-site engagement management team was appointed to act as a liaison between customer leads, the Kforce delivery team and Kforce project consultants.

Kforce's Managed Services solution:

- Mapped talent needs to project plans.
- Coordinated the talent acquisition process, from phone screenings to in-person interviews to orientation to compliance requirements completion.
- Leveraged a multichannel recruiting model, comprised of the National Recruiting Center's specialty recruiting teams and Seattle and Dallas local offices, to secure top Big Data, Hadoop and UX/UI talent.
- Designed an immersion-style onboarding program to increase velocity toward positive project impact.
- Increased customer confidence through consistent progress updates from on-site engagement management team.

eCommerce Product Line Expansion

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Outcome

A multiyear initiative, Kforce's involvement has been identified as a "game changer," enabling the customer to:

- Meet all consultant onboarding deadlines.

- Recognize zero turnover amongst the Kforce consultant population.

- Exceed hiring expectations, building a 55-person consultant team within a targeted three-month schedule.

- Reestablish stakeholders' confidence in the initiative's success.

Close alignment between on-site engagement management and Kforce has helped ease workforce adjustments as demands have scaled. These quick transitions to the customer's needs continue to enhance the partnership to date, with the customer engaging Kforce's services in its other business units.

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 Centers 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.