



Kforce's Big Data Analytics Solution Enables Customer's Web Service to Grow to 3 Million Subscribers in Less Than 2 Years

Customer Profile

A multinational information technology company that sells hardware, software and related business services with annual revenues over \$50 billion.



Kforce provided our team with premier and diverse talent to meet our needs. They added exceptional value, and the skills their staff brought to our group significantly contributed to the success of the project.

-Director of Marketing



Challenge

A multinational information technology company created a subscription ink program. The business unit's goal was to grow the business to one million subscribers through data driven decisions; however, they lacked the needed employees and technical capabilities.

Solution

In less than three weeks, Kforce deployed a managed service team of data analysts, customer response specialists, retention marketing managers and a data lead. The organization lacked the technical capabilities required to achieve that goal. This information was organized in a master data table and analyzed by the team which allowed them to effectively market their service.

Outcome

Kforce's team far exceeded the one million subscriber goal and reached three million in under two years, resulting in a new revenue stream exceeding \$100 million. The project has moved from a startup to a mature business unit and is continuing to invest in future projects.

Solution Grows Customer Base to 3 Million

Technology | Case Study



BI Capabilities to Include:

- Data visualization tool development
- Detailed data analysis
- Reports creation and automation

Challenge

A multinational consumer electronics and printing company created a subscription ink program that enabled their customers to automatically reorder ink before their printer was empty. The business unit's general manager set an advantageous goal to one million subscribers in one year. His plan was to grow this startup business through data-driven decisions, but his organization lacked the technical capabilities required to achieve that goal.

Kforce's Advanced Services team presented solutions for gathering business intelligence to retain and grow the company's customer base. The general manager decided to partner with Kforce to provide the services required to build the targeted solution.

Solution

Kforce and the general manager determined that the company needed a team of experts with knowledge of QlikView, Spotfire and subscription services to integrate and validate the data. The team responsibilities also included analyzing and building data streams, creating and automating reports and implementing customer retention programs.

Kforce's flexible SOW process saved the general manager months of time and allowed the resources to integrate with the team in less than three weeks. The team consisted of data analysts, customer response specialists, retention marketing managers and a data lead.

Kforce utilized its managed service model and implemented an on-site project manager to lead the team. The on-site project manager was responsible for:

- Team productivity and adherence to service levels
- Ensuring deliverables were met on time and within quality standards
- Administrative tasks (i.e. approving timecards)
- Ongoing performance management, coaching and career planning
- Mitigation of co-employment risk to the customer

The team identified potential subscribers by analyzing profile information and organized the data into a master data table. The table allowed the company to analyze, pull reporting and use the information to effectively market to potential subscribers.

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Outcome

With the help of Kforce's team, the company's subscription service has been widely successful. The solution reached three million subscribers in their second year, resulting in a new revenue stream exceeding \$100 million. The project has moved from a startup to a mature business unit and enabled the customer to continue investing in future initiatives.

Additionally, the marketing manager says the Kforce team "truly cared about their assignments, significantly contributing to the overall team." Kforce retained 100% of the team over three years and added additional Kforce associates to support the program. The manager has partnered with Kforce on other crucial initiatives due to the success of this project.

3 million

subscribers

\$100 million

new revenue
stream

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.