

Kforce's Marketing Design Team Saves Customer Over Two Million Dollars

Customer Profile

An American multinational technology company that develops, manufactures and licenses computer software products and services.



Kforce understands our goals and goes beyond delivering the initial consultants. They are dedicated to developing and retaining a successful team.

-Principal Design Manager



Challenge

A multinational technology company's product and marketing design team needed visual and product designers to assist with enterprise level projects and the overwhelming ticketing requests from external and internal partners. The principal design manager was not finding quality resources and decided to work with Kforce because of our ability to acquire the right talent.

Solution

Kforce provided over 20 consultants with skills ranging from digital designers, product design, interaction design, marketing design, motion, prototyping, project management and visual designers. The team has helped build out multiple design studios including:

- Cloud hosting service
- Enterprise level CRM
- Data Visualization Tool

Our consistent presence and support to the stakeholders shifted their focus from worrying about hiring and managing back to producing high caliber collateral to help grow the studio.

Outcome

In a year and a half, the team reduced the amount of tickets by 75% and saved the company over two million dollars. Our consultants are directly responsible for the success and continued growth of the studio.

Design Team Saves Two Million Dollars

Technology | Case Study



Challenge

A multinational technology company's, product and marketing design team within cloud and enterprise was struggling to respond to the hundreds of ticket requests from their internal and external partners. In addition, the team needed to focus on building out eight studios to showcase their cloud based products.

The company needed additional visual and product designers to handle the influx of requests. The Principal Design Manager leading the team was working with multiple agencies, heavily invested in vetting candidates but not finding quality resources. Without the right resources in place, the team risked not completing their design campaigns on time which would lead to lost funding and trust in their studio's ability to deliver and ultimately having to turn to external agencies.

Kforce initially placed a visual designer to support the digital marketing initiatives. Due to the seamless onboarding process and excellent customer service, the design team decided to work exclusively with us on their opportunity.

Solution

Kforce identified talent efficiently utilizing four distinct differentiators:

- **Recruiting strategy and methodology**
Our specialized recruiting teams sourced a pipeline of designers with commercial experience, tenure and culture fit to create a "unicorn" studio.
- **Partnership with Key Stakeholders**
Our strong relationship with the company's staffing specialists and account management team streamlined the talent acquisition process.
- **Consultant retention and training programs**
We maintain relationships with the community of designers and advocate for them when they need.
- **Supplying Design Suite**
Each consultant comes equipped with the following tools: Sketch, Cinema4D, Adobe Creative Suite and a Windows10 license.

Design Team Saves Two Million Dollars

Technology | Case Study



20

consultants with
expertise in UX
digital design

2

million in savings

Solution (continued)

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One of the biggest accomplishments was establishing a core design team supporting the digital marketing and product design for cloud technologies.

Our consultants have contributed to dozens of products within cloud and enterprise, as well as branding logos, icons, and illustrations for all of our core business groups.

Our consistent presence and support to the stakeholders shifted their focus from worrying about hiring and managing back to producing high caliber collateral to help grow the studio.

Outcome

In less than two years, the team reduced the amount of tickets by 75% and saved the company over two million dollars. Four of our consultants have converted full-time and Kforce is now an exclusive vendor to the team. Our consultants are directly responsible for the success and continued growth of the studio which allows the team to receive more funding, projects and aid in their charter of establishing design as a vital aspect to a successful product development and release.

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.