



## Case Study at a Glance

A Canadian occupation testing services company partners with a cloud-based impact sourcing provider in Africa and finds the solutions, scaling transaction processing from 100-150 results per day to 500, while improving accuracy, decreasing turnaround time by 90%, and reducing cost by 70%+

# Gaining Competitive Advantage through Impact Sourcing in the Cloud

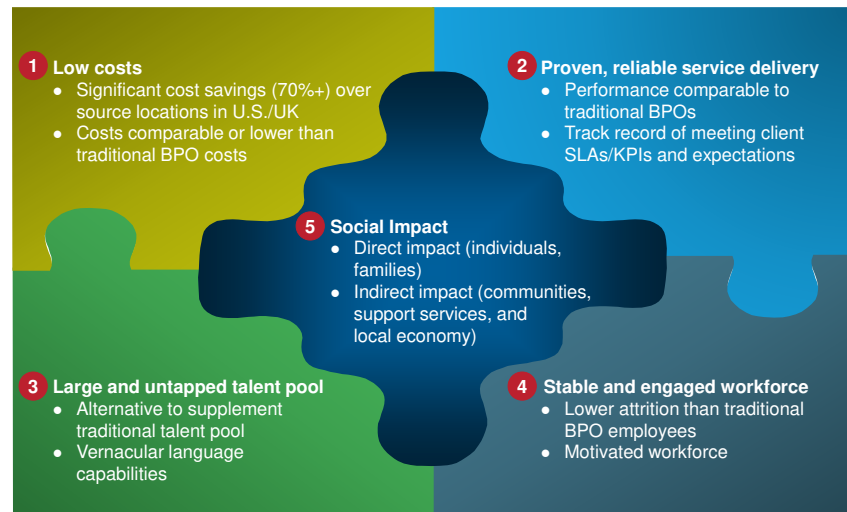
SureHire Partners with CloudFactory to Meet Demand and Achieves Improvements in Cost, Quality, Accuracy, and Turnaround Time

## Introduction to Impact Sourcing

Impact Sourcing (IS) is a business process service delivery model that provides quality and cost at parity with traditional BPO services, but with optimized enhancements such as:

- A qualified, trained, untapped talent pool with skillsets aligned to match client needs,
- Lower attrition rates and higher corresponding levels of employee engagement, and
- Opportunities to fulfil corporate social responsibility and diversity objectives while operating within a traditional BPO framework

## Value Proposition of Impact Sourcing



This document highlights several elements of impact sourcing value proposition, such as **low cost, proven, reliable service delivery, and social impact.**

“When we started with CloudFactory, we had eight people working in our results processing department who generated 100-150 results a day. And today? Now we employ seven people in that department, but we’re processing about 500 results a day! So we’ve maintained the same basic number of staff, but we’ve nevertheless scaled up the business just because CloudFactory is able to process everything for us.”

– Chief Communications Officer,  
SureHire

“CloudFactory enables us to process more results faster. Our turnaround time has decreased tremendously – from 3-4 hours to just 30 minutes! And the average cost per result has decreased over 70%!”

– Chief Communications Officer,  
SureHire

## The Backstory

SureHire, a Canadian company that offers occupation testing services to employers, processes a high volume of documents on a daily basis as part of its work process. Competing in an industry in which faster turnaround time is advantage, falling behind in daily processing is not an option. But that’s exactly where SureHire found itself – unable to keep up with increasing demand – and the team began to seek solutions to address this challenge.

One potential solution the team considered was simply to increase the size of its own staff. However, they quickly realized that solution would not address all of their identified needs: to meet daily demand at a reasonable cost, but retain operational flexibility. The concept of partnering with an outside service provider seemed to be the best fit for their needs.

## Finding Answers: Impact Sourcing in the Cloud

SureHire’s assessment of its workflow revealed that a high proportion of its staff’s time was spent on transactional tasks that could be outsourced, freeing its staff’s bandwidth and reducing operational cost. Further, SureHire believed a cloud-based solution, working with a document processing specialist in Asia or Africa, would meet their cost, speed, and flexibility needs, and they identified CloudFactory as the best solution for them.

CloudFactory, an Impact Sourcing Service Provider (ISSP) with operations in Kenya and Nepal, focuses on providing meaningful employment opportunities to high-potential individuals from disadvantaged backgrounds. CloudFactory provides document processing services such as data entry, voice-to-text transcription, and digitizing handwritten forms, leveraging its cloud-based technology platform and impact workers. The CloudFactory platform breaks complex tasks into simpler, repetitive tasks that can be accomplished by crowdsourced workers

**CloudFactory employs college students and youths from economically disadvantaged backgrounds for service delivery, readily available populations in the countries where CloudFactory operates. Through impact sourcing CloudFactory provides meaningful employment opportunities and offers a platform to support education and broader socio-economic development of high-potential youths from disadvantaged backgrounds.**

CloudFactory assesses prospective workers’ aptitudes and elementary English skills prior to hiring them, and then gives them two to four weeks of computer skills and language training. The training emphasizes quality of results with multiple quality check levels to ensure that the output matches the best-in-industry standards.

“CloudFactory makes it much easier for us to sign up new companies because we deliver what we promise.”

– Chief Communications Officer,  
SureHire

## Impact Sourcing Performance: Above and Beyond

SureHire has met or exceeded its objectives in partnering with SureHire, including:

- **Reduced average cost per result** Average cost per results has declined by over 70%
- **Reduced turnaround time** Turnaround time has declined by nearly 90%
- **Improved accuracy** With multiple reviews of each transaction, accuracy has improved substantially
- **Staff flexibility** SureHire has scaled up its business, increasing processing results from 100-150 results per day to 500 results per day without increasing its permanent staff

## The Outcome: Competitive Advantage

By partnering with CloudFactory, SureHire has been able to achieve its business objectives of **improving turnaround times at a reasonable cost, while remaining flexible**. These results have enabled SureHire to achieve advantage over its competitors, particularly in quick turnaround with high levels of accuracy at a low cost, helping SureHire to retain old clients and gain new business.

## About SureHire

SureHire is a Canada based Occupational Testing Services provider offering a host of programs and services that promote safe, healthy and productive work forces. Drug & Alcohol, Fitness-to-Work, Lung Health, Audiometric and other Specialized Services are programs offered to assist employers and workers create a positive work environment.

## About This Joint Project between Everest Group and The Rockefeller Foundation

The Rockefeller Foundation has funded Everest Group to conduct an in-depth assessment of how the growth of impact sourcing can be accelerated using a fact-based business case that substantiates benefits of the IS model. This assessment includes sizing the market, profiling the landscape, detailing the business case, and creating case studies to raise awareness of IS in the enterprise buyer and BPO communities. Establishing the business case for IS will contribute to the growth of the sector, which means that more high potential but disadvantaged youth will have the opportunity for employment, improving their lives and the lives of their families and communities.

## About The Rockefeller Foundation

For more than 100 years, The Rockefeller Foundation's mission has been to promote the well-being of humanity throughout the world. Today, The Rockefeller Foundation pursues this mission through dual goals: advancing inclusive economies that expand opportunities for more broadly shared prosperity, and building resilience by helping people, communities and institutions prepare for, withstand, and emerge stronger from acute shocks and chronic stresses.

## About Everest Group

Everest Group is an advisor to business leaders on the next generation of global services with a worldwide reputation for helping Global 1000 firms dramatically improve their performance by optimizing their back- and middle-office business services. With a fact-based approach driving outcomes, Everest Group counsels organizations with complex challenges related to the use and delivery of global services in their pursuits to balance short-term needs with long-term goals. Through its practical consulting, original research and industry resource services, Everest Group helps clients maximize value from delivery strategies, talent and sourcing models, technologies and management approaches. Established in 1991, Everest Group serves users of global services, providers of services, country organizations and private equity firms, in six continents across all industry categories. For more information, please visit [www.everestgrp.com](http://www.everestgrp.com) and [research.everestgrp.com](http://research.everestgrp.com).