



Security, more control and integration all in one platform

About cielo24

Founded in 2010 and with offices in New York City and Santa Barbara, California, cielo24 works with clients worldwide in the online education, enterprise, news, and entertainment markets. They offer quality video data solutions that help media creators maximize video investment through innovative technology.

cielo24's cutting-edge video solution technology can create detailed information (metadata) about video content, amplifying video discovery, engagement, reach, and compliance. This metadata can also generate video insights, including topics, keywords, and ad words for targeting and asset management.

To learn more about how cielo24 enables media creators to drive revenue through searchable media data and video intelligence, visit www.cielo24.com.

The challenge

cielo24 provides quality, searchable data from unstructured metadata, and their business model includes the utilization of freelance transcribers, writers, and editors. Their total labor pool of freelancers is in the tens of thousands, with an average of several thousand independent workers engaged on any given day. cielo24 utilizes a sophisticated method for segmenting their projects and workers based on skill sets in addition to their volume needs.

To complicate matters further, their average turnaround time from assignment to completion is just 48 hours. For these reasons, they needed to separate independent contractors over multiple labor clouds, assigning scores to train and reward the top performers.

cielo24 was using several tools to manage these resources using multiple providers [including Upwork and Mechanical Turk]. The tools could not provide onboarding talent quickly enough to hit recruitment targets and assessment needs, which meant they couldn't identify quality workers to reliably deliver quality work to their clients. They decided to evaluate more robust workforce management solutions.



About the client



Company:
cielo24



Website:
www.cielo24.com



We needed a robust platform that could handle not only the volume of workers but the onboarding demands of our specific business needs. We found the WorkMarket platform ticked all the boxes."

Cynthia Aguirre, Senior Director of Workforce

The solution

To onboard faster and vet quality workers, they chose WorkMarket. cielo24's management team liked the onboarding features that would allow for more thorough assessments and vetting, while the engineering team liked the integration capabilities with their current infrastructure. **In particular, the payment engine was a considerable upgrade, allowing payments and 1099 forms to be taken care of automatically.** Overall, WorkMarket provided faster onboarding, more manageable payments, more qualified labor pools while maintaining control and security.

The WorkMarket advantage

According to Cynthia Aguirre, Senior Director of Workforce at cielo24, "we can now recruit and onboard more quickly than before, with a 20 percent increase in daily throughput." Their workforce can now better meet customer demand, especially during the pandemic as virtual learning and remote workers have become the norm. Their available labor cloud has grown over 40% since switching to WorkMarket, positioning them well to meet overall market demands as well as the pandemic.

Cynthia looks to WorkMarket to provide a quality, vetted labor pool that they can identify and engage as needed, screening workers to ensure they offer a high-quality product to their customers. She also cites the importance of having a dedicated strategic account manager at WorkMarket. The previous vendors did not offer that type of resource, which Cynthia calls her **"invaluable, trusted advisor."** She has worked with her account manager to get customized reports, identify vetted talent, troubleshoot any issues that may arise, and overall freelancer support.



"Paying our freelancers was a manual and labor-intensive process. With WorkMarket's integration capabilities, they handle that for us with the added benefit of all end-of-year forms required. WorkMarket has given us peace of mind knowing our workers are getting paid properly, so we can focus on making sure assignments are going out to the workforce."

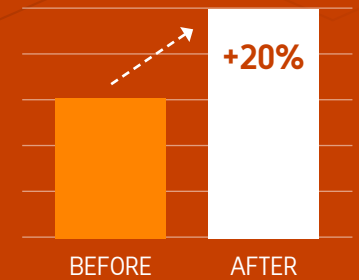
Looking back

When cielo24 first started using the WorkMarket platform, they were using a single labor cloud. As they became more familiar with the depth and breadth of the WorkMarket platform, they increased their usage. In particular, they soon realized the power of multiple labor clouds and started separating workers by type and skill level. This allows them to have different assessment tools for various assignments, change them as needed, and implement personalized communication. Recognizing that not all freelancers are equal, they like to customize their management and outreach accordingly.

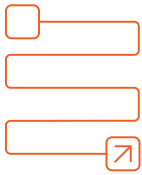
Looking forward

cielo24 is forecasting continued market demand and is ramping up for a 20% increase in productivity. They continue to streamline their work processes to allow for more engagements and faster turnaround times. **They are relying on WorkMarket to help make onboarding even faster.** Given their success to date, they are confident in their partnership with WorkMarket and their future growth.

20% increase
in daily throughput



Eliminate manual processes and protect your business with robust end-to-end technology to help your company automate workflows and create the visibility you need to maintain compliance.



Why WorkMarket

WorkMarket by ADP is an end-to-end platform that helps you realize the full potential of independent contracting today — so your business can take on tomorrow.

A single platform for managing your independent contractors

We help you attract, recruit, onboard, manage and pay your independent contractors easily, efficiently and compliantly.



Onboarding & verify



Manage work assignments



Pay



Organize talent



Compliance support



Integration & automation

Our automated tools and workflows will help you:

- ✓ Attract and retain top-tier talent
- ✓ Engage contractors quickly to meet customer demand
- ✓ Scale your business fast
- ✓ Improve compliance and mitigate risk
- ✓ Gain real-time visibility into your contractor workforce
- ✓ Reduce costs — automated processes save time and money



Interested in learning more about WorkMarket?

Explore our self-guided demo to see how you can efficiently and compliantly onboard, verify, manage work assignments, and pay your contractors.

[Access interactive demo](#)



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