



A Blended Workforce Fuels Growth

The Challenges

Professional services organizations have felt the pain of extreme labor shortages even before the global pandemic. To successfully compete for and win large-scale IT contracts, a global outsourcing and staffing firm saw the need early on to transition to a blended workforce that leverages contractors, particularly for field service technicians. With a need to expand their geographic footprint and a desire to achieve even higher levels of customer satisfaction ratings, they understood that contractors can play an important role in the growth of their business.

The firm needed technology that was scalable and robust. With 2200 independent workers deployed on projects spanning over 60 enterprise customers, there was a critical need to identify more quality workers quickly. They were spending too much time onboarding their contractors and wanted to improve response times to increase customer satisfaction levels.

One of the main challenges they were experiencing was they struggled to find enough reliable IT resources in all needed geographic areas, especially outside of major cities and beyond the U.S. They first experimented with other platforms to identify high-quality talent to help improve services delivered to clients. These early attempts did increase the available labor pool but also suffered from issues related to the quality of workers and high worker cancellation rates.

The Right Solution

The firm formed an evaluation team that ultimately chose WorkMarket as a solution for finding those quality and reliable workers. Although they started using the platform simply as an additional resource for finding more workers, they quickly came to adopt WorkMarket as their primary platform for managing workers after experiencing better service and faster results.

About the Client

A global outsourcing and staffing firm that connects thousands of companies to the best talent available — a nationwide pool of vetted candidates ready to deliver real impact. From outsourcing to staff augmentation and direct-hire placements, the client fulfills the staffing needs of enterprise clients around the world.



Always Designing
for People®

One of the main reasons they chose the WorkMarket platform was for its robust marketplace, consisting of thousands of high-quality IT Field Service workers in the U.S. and Canada. The WorkMarket marketplace enables clients to find workers based on geography, certifications, skillsets, customer ratings, and more. Furthermore, the firm can create curated talent pools, called Labor Clouds, consisting of talent who meet their specific business requirements. This allows them to vet their contractors to ensure they provide on-site customer satisfaction.

Another reason that they chose WorkMarket was to onboard workers more efficiently. They can use workflows to automate background checks, collect certification/license requirements, and verify worker tax ID. Through WorkMarket, they provide a digital onboarding portal for workers for self-onboarding, all of which makes the process seamless and faster.

Measurable Results

They can now quickly fill more jobs in more locations while knowing they are sending quality techs they trust on-site. They also can manage larger and more complex projects than before, freeing up full-time employees for more strategic efforts and adding hours back into their day for more value-add projects.

Lastly, the firm has seen cost savings as they have been able to reduce the size of their internal team that manages contract workers since much of the previous administrative tasks that were manual and time-intensive are now automated.

Growing into the Future

The client advises that for other businesses looking to build their contingent workforce, they need to not only use a purpose-built platform with an easy-to-use software solution like WorkMarket, but also ensure that your internal workflows support that platform.

WorkMarket is the enabler, but the client needs to put it to work. It's critical to take advantage of the full WorkMarket feature set to get more than an address book of potential workers.

Resource Manager

The client credits WorkMarket's willingness to listen and innovate with recent additions such as the new feature of timely purging of inactive workers which ensures engagement with only active workers for a quicker response rate. They also like the new Labor Cloud messaging capability that allows you to send messages directly to one or multiple workers in a Labor Cloud regardless of their member status, making communication on upcoming projects more efficient.

They are looking forward to making further enhancements to training workers and extending coverage to more geographies. They are confident that their partnership with WorkMarket will continue to serve them well into the future.

About WorkMarket

WorkMarket, an ADP company, is a freelance management solution that empowers businesses to efficiently onboard independent workers, automate verification workflows, manage jobs at scale and deliver fast (and flexible) payment options. Giving businesses the ability to scale, without growing the back office!



If you are trying to augment your staff with 1099s, WorkMarket is the platform I recommend.

Resource Manager

Since migrating to WorkMarket in 2016 the firm has seen:



Improved customer NPS scores from 80% to 98%



Ability to engage a larger pool of quality workers



Reduced deployment time from 3-5 days to an average of 1.5 days

