The World's Largest Provider of Translation Services
Manages over 10,000 Freelancers with WorkMarket

Company Overview

The world's largest provider of professional translation services, with over 6,000 full-time staff in 160 countries and a vast international network of freelance talent. This industry-leading business delivers translation and localization, digital marketing, global content management and application testing services to premiere brands across the globe.

Challenges

Finding the right talent: Project managers spent multiple hours in their workweek sending emails and making calls to fill assignments. They had to rely on intuition and incomplete records to identify the right worker for each project.

Managing the work: Project managers used spreadsheets to maintain records for thousands of freelancers. Workers faxed or emailed their deliverables, time clocks and other project details on a daily basis, and the administrative burden grew exponentially.

Reporting on engagement: As their extensive network of freelancers continued to grow, manual and fragmented processes were simply not scalable. They lacked a unified dashboard providing meaningful insight into the performance of their independent workforce.

How We Helped

Curated talent pools

The client built over 400 talent pools, with 10,000+ freelancers actively managed in the WorkMarket platform. By leveraging their customized talent pools, project managers could easily find the right talent in an instant.

Efficient onboarding

We helped the company launch branded online marketing campaigns to recruit their workers onto the platform. Within just a few weeks, hundreds of pre-vetted freelancers were engaged and completing work.

Centralized workflows

With WorkMarket, the company manages their entire process in a single automated, secure system so projects can be assigned, delivered and paid out seamlessly at scale.

Return on Investment

Exponential growth:

The company plans to expand their freelance network by 10x in the next six months and build hundreds of additional talent pools.

Broader adoption:

Following the company's initial success with WorkMarket, two more offices have adopted the platform to run their freelance operations, and more are slated to implement WorkMarket in the months ahead.

Increased productivity:

Automated processes allow project managers to get more work done for less, while reporting data at their fingertips is enabling them to continuously improve processes.

call **877-654-WORK** -or- *email* **sales@workmarket.com**
for a free consultation and to learn how an on-demand workforce can help propel your business to new heights.