

Case Study:

How a Legacy On-Demand Staffing Firm Transformed Its Digital Operations with NearshoreWorks



A leading North American on-demand staffing firm, dispatching over 300,000 temporary workers annually, was struggling to keep up with digital-first competitors. They needed a cost-effective digital transformation that wouldn't disrupt their current customer experience: Real-time collaboration during the agile development process was also crucial for their success.

NearshoreWorks stepped in with expertise in software development, cloud migration, machine learning, and digital transformation to help the firm evolve.

The Challenge

The staffing firm faced declining revenues due to the rise of the gig economy and an outdated technology infrastructure that lacked flexibility. Their main challenges were:

1. Rapidly scaling up with the right technical expertise.
2. Achieving transformation in a cost-effective manner without compromising quality.

The Process

NearshoreWorks began by evaluating the client's existing technology stack and specific requirements, developing a proof of concept for the new solution.

NearshoreWorks deployed a dedicated team of nearshore software developers from Latin America, starting with two pods and scaling up as needed. This team supported both new product development and the legacy system, integrating machine learning into the client's solution. Collaboration in real-time was seamless due to the aligned time zones of the US and Latin America.

An Agile approach was employed, with regular updates to ensure project goals were met and challenges addressed promptly.

What a typical NearshoreWorks development AI-trained and English-proficient team includes:

- Front-End Developers
- Back-End Developers
- Full Stack Engineers
- Cloud/DevOps Engineers
- QA Engineers
- AI/ML Engineers
- UX/UI Designers

All with an average of 10+ years of experience



The Outcome

The partnership resulted in a modern digital platform that met the staffing firm's immediate needs and positioned them for future growth, supporting the 300,000 people they place in jobs annually. The new system, developed through nearshore software development, enabled the firm to adapt swiftly to industry changes.

The cost savings from leveraging nearshore development were significant, approximately half of what onshore alternatives would have cost. This financial benefit, combined with operational efficiencies, validated the success of the collaboration and highlighted the long-term value of nearshore partnerships.



NearshoreWorks' delivery model has transformed our operations. Their engineering teams seamlessly integrated with ours, making collaboration easy. We've trusted them for over five years, now with a team of 50+ nearshore engineers accelerating our digital transformation."

— VP of Technology, North American Staffing Firm.

Why NearshoreWorks?

- **Cost Efficiency:** Save up to 60% compared to onshore alternatives.
- **Top Talent:** Access to highly skilled Latin American professionals.
- **Timezone Alignment:** Seamless collaboration with US-based teams.
- **AI Training:** Every team member is AI-trained and certified.
- **High Retention:** Industry-leading 98.5% retention rate ensures continuity and efficiency.

Transform your business with NearshoreWorks. Contact us to learn how our nearshore solutions can drive your digital transformation.

