

CASE STUDY

Content management outsourcing prepares the road to expansion and profitability

Aiming to lead the market for corporate skills testing, eSkill needs to leverage its competitive advantage of client customization as the focus of its ongoing product development. To earn significant market share, eSkill products and services need to be optimized for small companies as well as Global 50 HR departments. This is where Outsourcing Factory stepped in with its content management outsourcing expertise.

The Client

A leading provider of Web-based skill testing, eSkill Corporation specializes in providing online skills testing for the corporate hiring market. With more than 100 technical, clerical, business, math, and language subjects as well as 1,100 selectable subtopics, eSkill's employment screening software provides or creates all necessary tests that accurately fit complex applicants selection automation needs in a cost and time-effective manner.

The Idea

One of the most exciting and challenging fields for content management outsourcing is Human Resources. The total costs of the recruitment process are very high, especially in terms of time and resources. That is why online skill testing has become very popular, as it reduces by over 70% the expenses of candidate screening. Also, B2E (business-to-employee) implementations in all areas are easy to measure in clear results, with high ROI and flexible implementation models with direct impact on employee satisfaction, organizational performance and error free processes.

Eric Friedman, President & CEO, eSkill Inc

"Outsourcing Factory hit the ground running, taking our old code - which turned out to be poor - and rewriting our application that currently serves 300 corporations across five continents. They have grown from being 'just' a strong programming team into my most trusted partner in business operations. I'm grateful to have been introduced to Outsourcing Factory over 3 years ago."

The Challenge

Tests created and administered by eSkill are used by companies all over the world as a first step in their recruitment process. As its business was growing larger - revenues were doubling every year - , eSkill felt like there was time to outsource one of their most important business processes: the development and management of its functional platform, together with the skills testing tool. In order to increase its market share, eSkill products and services needed to be optimized for small companies as well as Global 50 HR departments.

The Solution

Content management is one of our leading BPO fields of expertise. Whether you wish to outsource one or several business processes, we ensure you the best solutions, by using a clear set of rules and techniques. The results we aim are to give your business added value, providing you with functionality, scalability, complex tracking and reporting tools, data management and advanced security and privacy settings. To support the competitiveness of the eSkill platform, our team had to deliver both a functional platform as well as a content-rich skills testing tool.

**Keith E. Nadeau,
Sales Director, eSkill Corp.**

"I can't stress enough how important the Outsourcing Factory has been to us in our growth over time as our revenues continue to double each and every year. The response time when we have an issue is unparalleled and a commodity in today's fast paced world we live in. I'm totally convinced that I wouldn't be able to provide the kind of service our customers depend on and require without being able to count on what I consider a true and loyal partner on the front lines. I would recommend the Outsourcing Factory to anyone as their IT solutions provider. They have developed the eSkill application into a force to be reckoned with."

Our tasks have included:

- improving the application interface
- authoring content
 - permanently upgrading the functionality and ease-of-use of the application
 - developing multi-language support
 - migration to newer technologies

Technologies

J2EE, EJB, JSP 2.0 SQL Server

The Results

From the foundation of our client's idea to the growing success and acceptance it encompasses today, our team has been contributing to the globalization of our client's business. eSkill now has an unmatched technological edge and quality content, which sets the eSkill solution apart as the benchmark platform for the corporate candidate screening market. eSkill became a global business, with outstanding technological performance and high quality content. In eSkill's case, the outsourcing process contributed to this company's becoming one of the leading actors on the corporate candidate screening market.