



A whitepaper on

CARLIN GROUP



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Business Issue:

Carlin group implemented an entirely new program that focused on managing data versus analyzing data.

The company acquired a massive amount of consumer data to provide information to its customers, helping to grow their businesses.

Problems:

Carlin's core U.S. team was struggling with mining data, extracting it foreman, and formatting an aspect enough time on analyzing it and presenting it to clients.

Solutions:

Intugo's unique business model and its engagement leader services.

Executive Brief:

How can the implementation of a program or process impact any area of your organization? A question whose answer can have different effects on functions, activities, or even human talent.



In Carlin Group's case, the challenges presented by data workload impacted the core team, leaving them burned out.

The company decided to use Intugo's unique business model and its leader engagement service to assist in staffing teams with the skill sets to format the data, prepare it, and deliver it to its core team in the U.S., enabling them to focus more on analyzing the data and presenting it to their clients.

As result, Carlin Group's clients can apply those strategies and those solutions driven by current events to help others.



Analyzing, developing and delivering data.. A lot of work!

Feeling overwhelmed by data? We know that a lot of data generates an amount of information.

After all, data requires someone to perform repeatable and extensive processes, such as separate, analyze, make decisions about it, and deliver the information to managers and customers.

That means a lot of work. Also, it requires people not only with the knowledge to perform all these data-related activities, but also the commitment to work extremely hard and long-hours doing it.

How to get the best out of your information and your workforce?

The key is to be able to identify the main activities that should be assigned to the most capable people in the team through the use of technology to improve the team's work performance.

Core Team Activities Examples

- Customer Strategy & Relationships
- Employee Development & Satisfaction
- Quality, Process Improvement & Innovation Management
- Financial Analysis, Reporting & Capital Management

Your Team in Mexico Activities Examples

- Data Entry
- Report Generation
- Data Processing
- Data cleaning

This approach requires a professional to ensure the right management of the rest of the team, but also of the interaction between the processes and the communication between the two teams. This manager is in charge of supervising the processes' KPIs.



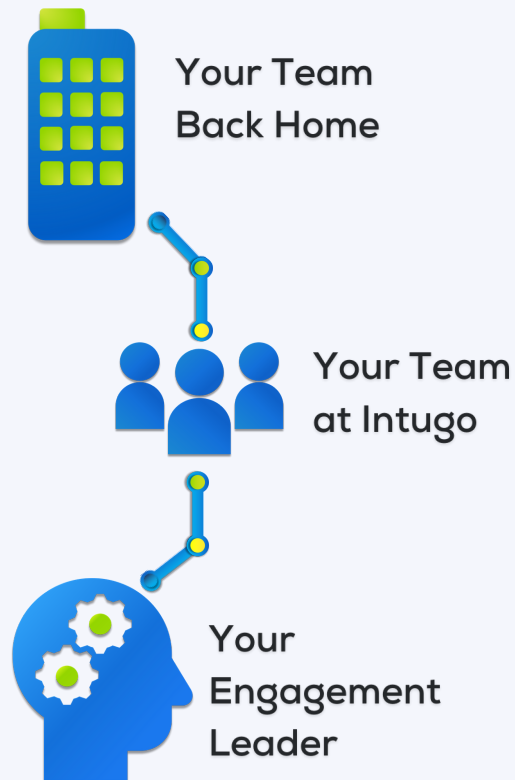
Engagement Services BPO

Our back-office supports helps free your operation from time-consuming, repeated, and costly tasks.

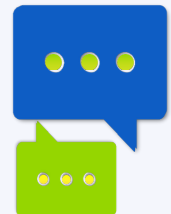
Manage your time efficiently and stay focused on what you do best!

Engagement Services BPO Benefits

Stability, value & productivity
Minimize risks & liabilities
Process Efficiencies
Optimizing your back-office
Maximizing your investment



Better Customer Service Back Home



Conclusion.

The constant increase in data continues to challenge all organizational environments. Companies need an alternative approach for solving their data management issues to get the most out of it.

More technology is the typical way to go. With the right balance of onshore, nearshore, local teams, and technology, companies can achieve optimum results at the right cost.