



A Whitepaper on

# **FLINN SCIENTIFIC**

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## Business Issue:

Guarantee all customers are treated with respect, patience, and professionalism and ensure their needs are met and their students do science in a safe learning environment.

## Problems:

1. Experienced team members spending an inordinate amount of time doing administrative, mundane, and manual tasks.
2. Seasonal business demands an elastic support model and cross-training across order management, quote generation, chat response, and email correspondence.
3. Stretching the budget; COVID-19 caused a reduction in force, layoffs, and challenges with unemployment benefits outweighing salaries.

## Solution:

Intugo's co-working model and technology infrastructure.



## Executive Brief:

Challenged with reorganizing a team to align with business objectives, create a more productive environment, and return to building relationships with our customers, Flinn entered a 60-day sprint including the utilization of an A3 Root Cause Analysis.

The results proved customer experience was spending most of their day working on data-entry tasks, account clean-up, and CRM maintenance. A seasoned workforce challenged with technology added additional barriers to overcome.

# Offshore/Nearshore?

## **NEW TEAM MIX IS KEY.**

The advantages of outsourcing are greatly increased when you look beyond the hourly rate. Each factor should be considered as they contribute to the ROI of the engagement. Having the ability to meet colleagues face-to-face, convenient, and direct flights, time zone, and consistent collaboration tools and resources between parties are imperative.

Ensure a simple integration by engaging with a team that possessed cultural similarities, shared language, and a more robust expertise in technology resulted in a decreased learning curve. A nearshore company was the answer.



## **Why Intugo?**

Located in Guadalajara, Mexico, Intugo's back-office model fit the goals and objectives Flinn was attempting to achieve.

Their expertise in back-office functions allowed Flinn to be in control and provided a higher level of two-way engagement. They had access to a large pool of talent that allowed the same schedule and possessed the technical skills needed, at a fraction of the cost. The decision to move back-office functions that resided in our Corporate headquarters in the suburbs of Chicago was daunting.

Intugo's model provides an Engagement Leader who assists in leading the team through the transition, identifies obstacles to entry, ideas for alternative processes, and an overall willingness to improve efficiencies.

Together the entities defined the vision and strategy; team structure and workflow design; recruiting the right talent and development of the team; implementing and roll-out to the core team; and optimizing and evaluating our goals and established key performance indicators.

# Implementation and work performed

The decision was made to contract with Intugo. Flinn recruited five open positions that would manage our data-entry tasks of order entry and quote creation.

Once communicated, the state-side team was relieved they were getting additional resources for the team.

Our Engagement Leader was instrumental in supporting the team through a successful transition. A skills test was created to ensure the right talent was selected.

A trainer from our state-side operation was chosen and available to answer questions and coach during the training timeframe.

After sixty days of analyzing KPIs, it was determined the Intugo team surpassed expectations and allowed Flinn to advance the team into more client-facing roles, such as email requests, chats, and orders placed over the phone.

Productivity rates increased; survey results showed consistent accolades for the Intugo team members and the executive leadership team's expectations were exceeded.

## How did the pandemic affect our business and industry?

### How did our nearshore team assist in the transition?

Flinn primarily services the education industry, our business was greatly affected by the pandemic due to school closures, change to remote instruction, and implementation of social distancing making laboratory assignment impossible.

As schools started to shut down, Flinn saw a dramatic decrease in our traditional business but also an immediate upside in digital and personal protective equipment inquiries and sales.

Like many organizations, quickly adapting to the new environment, learning how to operate utilizing current resources in a cost-cutting yet effective way all while ensuring that our customer's needs were being met.

Through an early retirement program and workforce reduction by 8%, Flinn once again turned to our Intugo team to assist with our transition. An increase in order volume of PPE and digital products, allowed Flinn to grow the Intugo team by five additional employees. Once again, the productivity results assisted in achieving business objectives in producing great customer satisfaction.

The team quickly engaged in order entry, aligning to our OTAC (On-Time and Complete) goal of 95% and overall customer satisfaction rate of great than 97%.

## Conclusion.

If you are a small or mid-size company looking for a non-captive business model, allowing you to reduce operational costs, maintain the quality of processes, in both intellectual property and culture, while creating a professional, talented team to support your back-office needs, Intugo is your solution. The state-side team began focusing on more client-facing revenue-generating activities to drive value to our customers and increasing our overall EBIDTA.

The Intugo model enables agile, real-time communication between both organizations.

Intugo provided exceptional levels of service before the pandemic and has continued to prove their adaptability and meet any challenges thrown their way during the pandemic. Having a dedicated trusted partner, engagement leader, and talented pool of candidates to select from has made Flinn a better company and value to customers. No other nearshore company offers this level of service.

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