A whitepaper on

Got Data?

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How data is making team reconfiguration a must.

By mixing data gathering activities with decision making and customer interaction from your key people, a better return on Data and employee satisfaction can be obtained.

How to increase a return on your data: New team mix is key.

Are you already feeling the pain of more data? We know data creates a lot of insight, and technology is taking a big part in that.

In the end, though, data requires someone to filter it. To discriminate it. To crunch it. To make decisions on it. To provide insight to managers and clients.

That requires a lot of work. Plus, people not only with the skills required to do all these data-related activities, but also the willingness to spend the longest hours making it happen: data downloads. Spreadsheet's preparation and mixing, data cleaning, data entry.

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Graphs, Filters, Reports.
A lot of work!

Your key people know how to do it. They really understand the process. But all of a sudden this can mean a lot of work spent in preparation and much less time spent analyzing, providing insight, spending time with clients.

Most probably this means more people are needed. But sooner than later the budget gets in the way.

This is more and more happening in Finance and Accounting, Marketing, Logistics, and Sales Departments.

E-commerce and digital transformations are great, but it gives you a lot of what you ask for: data (and more work!).

AI and Business Intelligence claim to be able to help. But usually, that requires a lot of effort, a big budget, and maybe only to get to the original problem: More data, more work!

Also, reaction in the marketplace makes the number-crunching work (and the report preparation required for that) a task that may be an ever-changing activity. Automation can help, but since it's ever-changing, the human hand (and mind!) is always needed.

Plus, the fact that a lot of these activities are being done by people who have been around for a while in the company. Their knowledge is key. The goal should be to let them use their time in the best way possible, using that knowledge.

Demographics in the US may be playing a huge role. On a % basis, people are getting older, while the younger generations aspire to different roles from the ones from 30, 20 even 10 years ago.

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An alternative way of getting the most of information (and from your key people!)

There is an alternative approach to solving all these needs. The key to this alternative is to be able to identify the core activities that need to be assigned to the more knowledgeable people in the team.

This seems more trivial than it is. The rest of the work can be assigned to another group in the team, helped by technology that can make life easier for everyone.
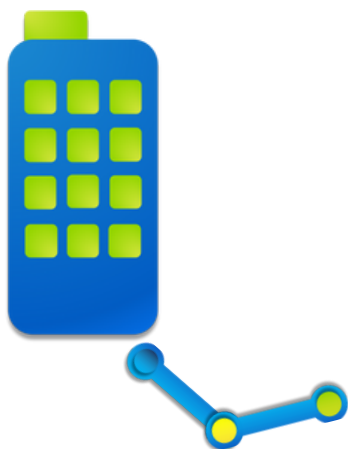
**Core Team
Activities Examples**

- 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 someone making sure the right management is taking care of the rest of the team, but also the interaction between the processes, and the interaction between both teams. This manager takes care of monitoring the KPI's of those processes.

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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

Your Team Back Home

Your Team at Intugo

Your Engagement Leader

Better Customer Service Back Home
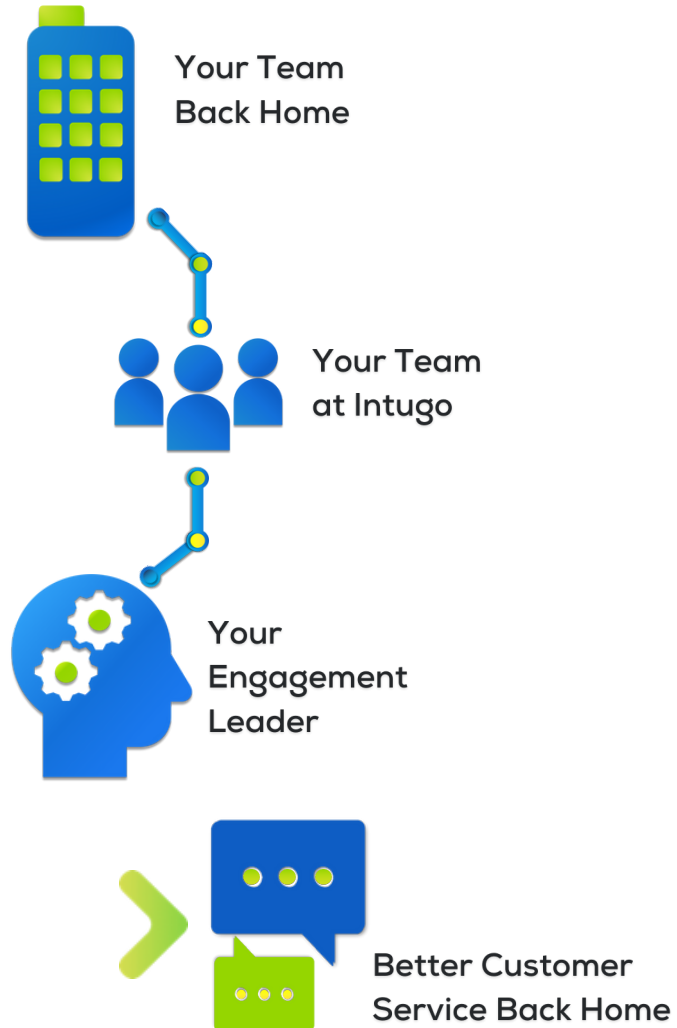
Remote & Nearshore Work.

The rest of the team can be part of the same organization. It can also be a remote team. The pandemic made everyone prove that remote work is effective. But this might create the challenge of having the right cost of operation. Nearshore Teams could be a solution to that.

Additional to the known benefits of the same time zones plus cultural affinity, Nearshore young talent is known for liking better-being part of an office job that is not a call center job.

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There is a lot of talent available, even with a college degree, that is waiting for the opportunity to get a better use of their computer, accounting, and English skills.

Reinvested Savings

Original Core Team

Nearshore Team
30-50% Savings

Increased Total Productivity
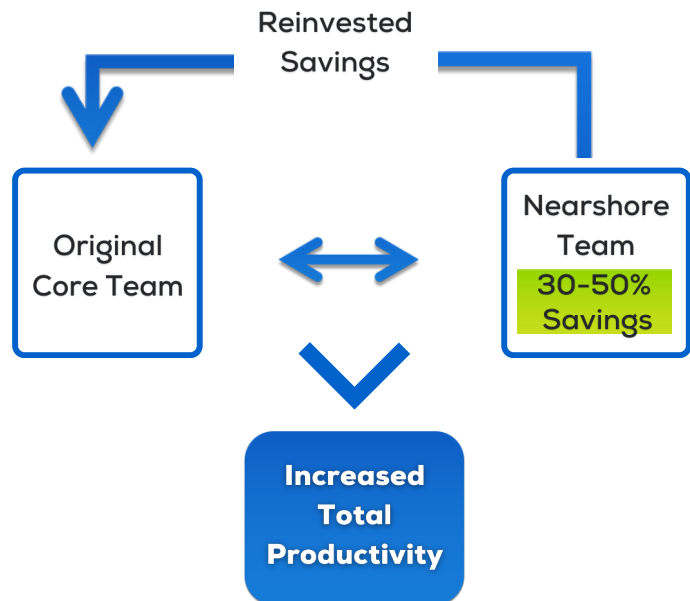
Conclusion.

The ever-growing data creates challenges for all kinds of organizations. Companies need to find alternative ways of solving the need of making the most of that data.

The usual road requires more technology. But there is an alternative in which the right combination of onshore – nearshore – local teams – remote teams – technology, can get the right results at the right cost.

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