

Case Study

HYBRID ENGAGEMENT MODEL

Co-Managed offshore Delivery Center

Overview

At Verve value delivery to client is the key objective. That's why we believe in "UNORTHODOX IDEAS. UNEXPECTED RETURNS" and truly exceed client expectations. Verve few years ago suggested a mutually agreed upon engagement model which has been quite successful and have been delivering results much beyond expectation. A successful model could be anything that delivers mutual expectations taking care of business objectives meticulously.

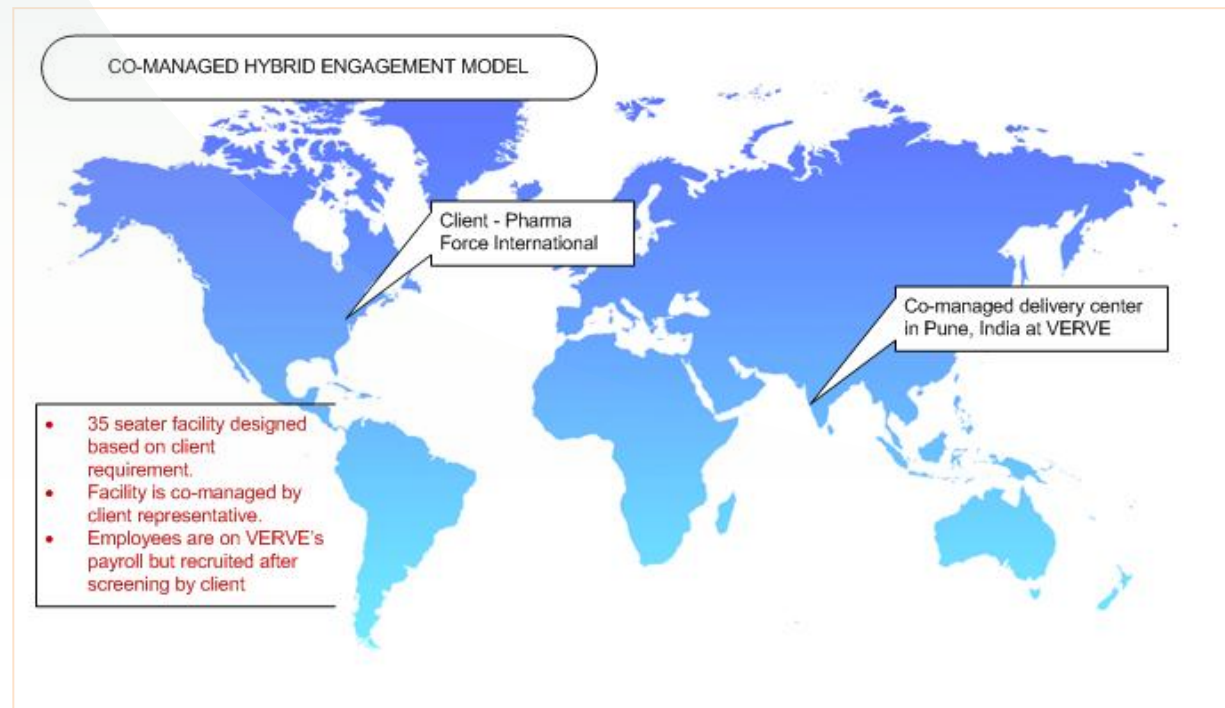
PharmaForce (Strategic Reports Inc) is a pharmaceutical market research company

Verve Communications Pvt. Ltd.

operating from NY, USA providing knowledge based services to its client across the globe. Verve and PharmaForce came together where Verve built a just-as-required facility for PharmaForce and hired employees on its requirement. The delivery center is being managed by client representative onsite and runs to the delivery expectation of PharmaForce. Verve and PharmaForce has so far carried out several research projects for numerous pharmaceutical companies worldwide.

The Challenge

The projects involved accessing primary source data on the deployment of over 60 leading pharmaceutical sales forces in the United States and over 26 leading pharmaceutical sales forces in the top 10 countries in Europe and 25 leading pharmaceutical sales forces in Japan. This required the expertise of speakers of the specific foreign languages spoken in these major geographical regions of the world.



The Solution

Foreign language specialists were hired in India to work on the different countries – UK, EU countries, MEA and APAC countries. On setting up a facility, we hired subject matter experts and language experts. There was a challenge in sourcing language experts with subject matter expertise. To ensure that pharmaceutical domain knowledge did not become a hindrance, we hired language experts and extensively train them with subject matter.

Verve provides functional and administrative supervision to client's team in the delivery center. While client provides projects and project guidelines Verve ensures that they are supervised. Verve also shares accountability on deliveries with client.

Client advantages

- No capital expenses as required in a CAPTIVE model.
- Client recruited team members based on project requirements.
- Client could use all common functions at Verve such as, facility management, IT infrastructure management and HR/Recruitment.
- Advantage of foreign language speaking SMEs availability in Pune. The team today consists of experts who has language expertise in following language
 - English, German, French, Italian and Spanish
 - Arabic
 - Indian languages, Chinese and Japanese
- Just in time recruitment support.
- Functional and Administrative management of the team including training support as per client's project based needs.