

THOUGHT PAPER

How Partner Ecosystem Management Benefits Clients:

Transforming Contingent Workforce Success with a Data-based, Relationship-Focused Model

In the years since the COVID-19 pandemic, the way we work has changed. Businesses have increased their reliance on contingent workforce teams to reduce costs and drive efficiency—but they are also turning to these partnerships to deliver innovation and develop new solutions. **As the market shifts toward more strategic partnerships between clients and contingent workers, how can a relationship-driven, data-centric approach make both parties more successful?**

Overview: A new white paper, [Partner Ecosystem Management: The Next Lever to Increase Value from Your Contingent Workforce Partners](#), published by ProHance, explores how creating a better Partner Ecosystem Management Program can address challenges faced by contingent workforce vendors and clients. The report includes an overview of how the global outsourcing market has changed in recent years, leading to a shift from the “my mess for less” approach to a more strategic partnership model.

A 2023 Key Issues Study from The Everest Group measured the top ten priorities enterprises expect from service providers, and found that while cost optimization was still number one, digital transformation was number two, followed by productivity improvement.

With these factors in mind, companies now have a vested interest in improving productivity, efficiency, engagement and work-life balance for outsourced team members—just as they invest in these initiatives for in-house teams. To guide companies in taking this approach, the white paper identifies key issues clients and partners are facing in the current work environment, and describes a technology platform that solves challenges and provides benefits for both parties.

Key Challenges and Concerns:

Here are some of the key challenges and concerns faced by contingent workforce vendors and the clients who leverage their talent pools:

Key Challenges Faced by Your Contingent Workforce Partners:

- Adapting to the new way of working
- Responding to increased attrition
- Addressing a desire for better work-life balance by employees
- Seeking stronger partnerships amid a lack of support and collaboration from the client side

Key Concerns of Contingent Workforce Clients:

- Lack of visibility into operations
- Concerns about the impact of hybrid work on productivity
- Reliance on manual reports or one-sided reports from vendors
- Lack of predictability into outcomes, affecting cost and deliverables
- Understaffed vendor management teams

Addressing Challenges Faced by Clients:

Each of the challenges listed above is covered in detail in the full white paper. Since this thought paper is focused on client benefits, below is an overview of five key challenges clients face, which can be addressed by a data-centric, relationship-focused model.

Challenge	Detail
1. Lack of visibility into operations	Traditional outsourcing arrangements often leave clients in the dark. An effective partner ecosystem management solution would provide accurate data on daily operations to clients and vendors, giving clients full visibility into operations and allowing them to compare data across different contingent workforce teams.
2. Concerns about the impact of hybrid work on productivity	In the midst of a global shift toward hybrid work, many clients are concerned about productivity. With no onsite management, how can clients know that workers are spending enough time on core tasks? Using workforce analytics software, contingent workforce clients can measure exactly how much time workers are spending in the various programs and applications they use throughout each day. Then, they can correlate time with output, identifying variations between users, teams, and processes.
3. Reliance on manual reports or one-sided reports from vendors	In the past, contingent workforce clients have relied on vendors to provide time sheets and reports on worker productivity. Workers submitted reports manually, leading to skepticism on the part of clients. A data-driven model removes subjectivity in reporting. People analytics software automatically logs work in real time, recording which applications are being used, and tracking output against productive time. It prevents fraud, saves money, and automates outsourcing governance.
4. Lack of predictability into outcomes, affecting cost and deliverables	The inability to predict when work will be completed is a key source of frustration for managers, and it is magnified when deadlines are missed. People analytics software can track work progress in real time, and provide true visibility into the workflow, progress, and real-time status on each job. This gives companies the ability to better predict costs and deliverables.
5. Understaffed vendor management teams	Companies who rely on contingent workforce teams are often already facing staffing shortages, making vendor management an additional challenge. By automating many aspects of workforce management, companies can reduce headcount and costs, while gaining the data and insights to improve vendor results.

ProHance doesn't just benefit clients. It also benefits vendors by helping them adapt to new ways of working, respond to increased attrition, improve work-life balance, and gain stronger partnerships with their clients. These benefits are described in more detail in the white paper. When companies have a clear, accurate understanding of how teams spend their time at work, they can spend less time worrying about reporting and management, and more time focusing on innovation, engagement, and building better business relationships.

ProHance – Fueling the New Partner Ecosystem Management

In addressing challenges to contingent workforce vendors and clients, it is clear that partner ecosystem management through data analytics is an effective solution that meets the needs of both parties. ProHance is a new-age workplace analytics and operations enablement platform that enables leaders to make SMART decisions and get accurate insights when managing outsourced vendors. ProHance enables collaborative partner ecosystem management that leads to measurable results.

ProHance shows significant increases in efficiency, productivity and profitability, while reducing overtime costs, within just 3-12 months of deployment.

ProHance includes six modules for effective contingent workforce management:

1. Work Time Module

The Work Time Module provides actionable analytics into work-related time metrics and key insights to help organizations manage hybrid workforce teams.

2. Work Output Module

This module enables organizations to compare key business metrics against time metrics and gather insights to improve business performance. It also aids in segmentation analysis across dynamic attributes.

3. Advanced Analytics Module

This module provides deep analytics based on time metrics, enabling lean management and smart business decisions. It provides multi-dimensional variation analysis with long-term trends within work time metrics.

4. Workflow Module

ProHance's robust workflow module can help improve prioritization, allocation, and real management of human resources and business-related tasks, enabling organizations to create quality parameters and measure the quality of work processes.

5. Asset Optimization Module

With this module, companies can get full visibility into their hardware and software utilization on a per-employee and company-wide basis. Understanding how assets are used can provide opportunities to increase efficiency and reduce overall capital and operational costs.

6. Screen Recording Module

This feature helps organizations protect confidential information and create standard operating procedures by capturing screen content remotely.

Conclusion:

The key benefits of ProHance can be summed up in three values:

1. Spend Optimization

Companies can get more value from their current contingent workforce spend, by optimizing performance across vendors.

2. Capacity Utilization

Organizations will also have the opportunity to improve utilization of the contingent workforce management capacity they already have on hand. By improving productivity and output of contingent workforce teams, companies can increase efficiency without wasting resources.

3. Transformation

Through vendor consolidation, newer engagement models and partnership with vendors, contingent workforce clients can achieve transformation in the value of their outsourced teams. Meanwhile, vendors gain the opportunity to strengthen trust and relationships with clients, while improving the value their workforce provides.

Next Steps:

• Read the Full Report

If your business could benefit from a data-based, relationship-focused approach to contingent workforce management, view the full report for more details. Read the white paper here: <link>.

• Reduce Costs, Improve Innovation, and Automate Management with ProHance

Curious how well your contingent workforce team is performing? Improving efficiency and building stronger relationships begins with data. ProHance provides real-time data and insights to improve productivity, reduce costs, and streamline management. To assess performance and make the shift toward a data-based, partner-centric strategy in your company, email <email address>.