

## THOUGHT PAPER

### **How Partner Ecosystem Management Benefits Contingent Workforce Vendors:** *Transforming Success with a Data-Based, Relationship-Focused Model*

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The COVID-19 pandemic changed the way we work—and it has also changed the way companies view their outsourced teams. With record-high unemployment and months-long waits to fill open positions, many U.S. organizations are looking to other countries for qualified workers. As a result, companies are now beginning to see their outsourced team members as strategic partners, capable of delivering innovation and enabling transformation. **How can a relationship-driven, data-centric approach open the door to even more successful collaborations between contingent workforce clients and vendors?**

**Overview:** A new white paper, Partner Ecosystem Management: The Next Lever to Increase Value from Your Contingent Workforce Partners, published by ProHance, explores how a Partner Ecosystem Management Program can improve transparency, accountability and productivity for clients, while boosting engagement, retention, and work-life balance for workers.

Because contingent workers are now an integral part of their clients' workforce, it makes sense to invest in initiatives that enable workplace flexibility and collaboration, boost job satisfaction, and reduce attrition. A collaborative approach will help clients attain better results from their contingent workforce team members, while helping vendors strengthen relationships with clients and workers. To help vendors and clients implement this strategy, 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 Contingent Workforce Vendors:**

- 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 Vendors:**

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

Challenge	Detail
<b>1. Adapting to the new way of working</b>	Many outsourced teams are now working remotely, and most workers prefer remote or hybrid work arrangements. However, with these new models, managers aren't able to directly supervise workers in offshore operations, and clients are questioning the accuracy of reported hours. Vendors want to fulfill employees' requests for hybrid work, but they also need to establish a better line of sight to address client concerns. With a partner ecosystem management approach, vendors can track time automatically and get reports that include the number of workers on each project, total hours worked, and data indicating whether workers are overworked, underutilized, or working at healthy levels.
<b>2. Responding to increased attrition</b>	When workers quit, companies lose money and productivity, and when the worker who leaves is a top performer, the loss is even greater. But without direct oversight, how do you identify the best workers and incentivize them to stay? An ideal solution would be to collect and analyze data across the contingent workforce, and present this information to both the client and the vendor.
<b>3. Addressing a desire for better work-life balance by employees</b>	Once you know who the best workers are, how do you keep them? Reports have shown that today's workers are seeking a better work-life balance, and are more likely to remain with employers who provide it. Flexible work policies are a key reason why employees choose to stay at a company, but many employers worry that workers will be less productive, collaborative and communicative offsite. Data-driven partner ecosystem management can solve this problem by providing very accurate data on productivity, engagement, communication and collaboration, which can offset managers' concerns while keeping workers happy.
<b>4. Seeking stronger partnerships amid a lack of support and collaboration from the client side</b>	Many contingent workforce vendors are concerned their customers are not spending enough time working collaboratively with their teams, especially in the areas of onboarding, training and knowledge transfer. To address this challenge, vendors must first create a plan to collaborate with clients, and then track time and analyze results to ensure that managers are spending enough time with outsourced teams. This approach leads to stronger and more effective partnerships.

ProHance doesn't just benefit vendors. It also benefits clients by providing visibility into operations, increasing productivity, and improving transparency and predictability. By automating many aspects of workforce management, it helps to lower costs, while providing the data and insights to improve results. These benefits are described in more detail in the white paper.

When vendors have a clear line of sight into worker data, they are better able to meet their clients' needs — and when they take a collaborative approach to contingent workforce management, they can also better meet the needs of their workers, leading to mutually beneficial 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 ProHance provides to contingent workforce vendors can be summed up in three values:**

#### **1. Higher Value**

ProHance provides vendors with workforce data that helps them manage engagements more effectively and deliver more value to clients. Instead of focusing only on capturing billable hours, vendors gain the ability to measure productivity and improve it, gaining a competitive advantage.

#### **2. Better Capacity Utilization**

With ProHance, vendors can show clients that their capacity is being utilized appropriately. By providing accurate data on attendance, activity, productivity, work output and more, vendors can address client concerns about the number of people allocated to projects, and provide insights to improve productivity and efficiency.

#### **3. Transformation**

Sharing accurate and reliable data, analytics and insights empowers vendors to transform their relationships with clients. Transparency builds trust — and trust wins more business.

### **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>.

- **Improve Worker Engagement, Strengthen Client Relationships, and Automate Management with ProHance**

Want to strengthen your relationships with clients, grow your business, and create a better work environment for your employees? Improving performance and results begins with data. ProHance provides real-time data and insights to improve productivity, enable flexibility, and streamline management. To assess performance and make the shift toward a data-based, partner-centric strategy in your company, email <email address>.