

# From Staff Augmentation to Strategic Partnership



### CLIENT PROFILE:

Leading U.S.-based benefits platform provider that helps employers, brokers and health plans streamline benefits enrollment and administration. The platform supports various benefit types, integrates with HR systems, and offers tools for employee decision support and compliance. With a focus on simplicity, data insights and user experience, the provider enables organizations to deliver competitive benefits while reducing administrative burden.

### THE CHALLENGE:

The benefits platform provider needed to reduce labor costs while improving and increasing the level of quality, output and satisfaction of their U.S.-based engineering and customer support teams, expanding its global capacity without compromising quality or productivity.

### THE SOLUTION:

The benefits platform provider partnered with ECLARO to provide offshore technical and business process outsourcing (BPO) support from Manila, Philippines. ECLARO created a custom engagement with an initial strategy of supplementing their U.S.-based teams with fully dedicated offshore talent. This quickly evolved beyond a transactional staffing engagement into a full strategic partnership.

#### Year 1: Transactional Staff Augmentation

- E** Engagement begins with **100 offshore technical and BPO roles**.
- E** Teams are **client-managed**, operating independently in the Philippines.
- E** The initial objective is **labor cost reduction** with no output or performance metrics in place.

#### Year 2: Foundation for Scalable Performance

- E** ECLARO introduces **service delivery frameworks** and begins aligning teams with **client-specific KPIs**.
- E** Client begins to **adopt ECLARO methodologies**, moving beyond staff augmentation.
- E** **Budget and capacity planning** processes are introduced.
- E** A shift toward an **output-based model** starts, setting the stage for scale and efficiency.

#### Year 3: Maturity & Best Practice Adoption

- E** Team grows to over **200 professionals**, reaching a **steady-state level of delivery**.
- E** Offshore performance **matches onshore benchmarks** across support, engineering and BPO roles.
- E** Output tracking, capacity modeling and **performance-based metrics** are formally implemented.
- E** ECLARO's delivery excellence becomes embedded in client's global operations.

#### Year 4+: Intelligent Output-Based Model

- E** Engagement scales to over **300 team members** across technical, customer service and data processing functions.
- E** A fully **output- and performance-driven model** is adopted, enabling transparent productivity tracking and optimization.
- E** ECLARO integrates **automation and Robotic Process Automation (RPA)**, creating associate-level efficiencies and cross-functional capacity gains.

### THE RESULTS

- E** **Team size tripled**: From 100 to 300+ in just three years.
- E** **Output-based model** enhances accountability, scalability and budget predictability.
- E** **20% increase in capacity** with reduced costs, delivered without adding U.S. headcount.
- E** Automation and best practices yield **cost savings and measurable performance improvements** across functions.
- E** ECLARO's Philippines-based delivery model has become a **critical enabler of global efficiency and innovation** for the client.

### STRATEGIC OUTCOME

The partnership evolved from basic cost-driven outsourcing to a strategic, performance-led model that still recognizes significant savings compared with onshore solutions. ECLARO is now embedded in the client's long-term workforce strategy, supporting global scalability, innovation and operational excellence.

### KEY TAKEAWAYS

- E** Transitioning from 100 to 300+ offshore team members allowed client to expand operations significantly without increasing U.S. headcount.
- E** Establishing KPIs and performance tracking in Year 2 laid the groundwork for sustainable scale and accountability. Integrating automation in Year 4 unlocked additional efficiencies, particularly in repetitive data processing and support tasks.
- E** Embedding offshore teams into core operations helped client maintain high service levels while reducing cost per output across multiple functions.
- E** The company was acquired for approximately \$540 million in an all-cash transaction by a financial services company specializing in retirement, investment and insurance products.

### OUR CLIENT SAYS...

*"ECLARO worked in lock-step with us to help develop meaningful KPIs that gave us a true roadmap for building and managing offshore teams in our operations, and that has driven improvement and productivity year after year.—Client CSO*