

QUESTERS COMMUNITY

in collaboration with...



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I believe we have achieved a fully integrated development team who all work well together despite being based in different locations

Leon Chaddock

CEO & Founder
SENTIMENT

Questers is an IT collaboration company specialized in developing a high performing platform integrating processes and services for tech-oriented companies. We build and help our clients run fully dedicated teams in Eastern Europe. Back in 2007 we pioneered a new approach to remote IT resourcing. Since then we have employed over 1000 technology specialists for partners across the UK, Europe and the US, making Questers an 'employer of choice' for Bulgarian IT professionals seeking to work in an international setting. This allows us to attract and retain the best talent from the local labour market in a wide range of technologies.

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Questers 

COMPANY PRESENTATION

Client: Sentiment

Presentation: Social CRM solution providing customer insight and social customer service and engagement

Industry/Sector: Contact Centres

TEAM SUMMARY

Team Size: 6

Technology: Java, Scala, PHP, NLP, Design

Challenge to overcome:

Resourcing costs and talent availability in local area

Date of reference: October 2014

Website: www.sentimentmetrics.com

Contact: Leon Chaddock, CEO & Founder

Head Office: Farnborough, United Kingdom

The Situation

Sentiment approached Questers in May 2012 when one of their longstanding customers who already worked with Questers recommended our services.

At the point when they engaged with Questers Sentiment had two developers in the UK office, led from a technical perspective by the CEO. Both cost and availability of talent in their local area were obstacles to growing Sentiment's development capability in their UK office.

The go ahead decision for opening the company's Sofia office with Questers came after a short visit of their CEO to the capital of Bulgaria. He went to visit Questers for a day to see how the model worked and met a number of current teams and individuals. This convinced him that the Bulgarian market had the talent he needed and the integrated model across locations would work successfully without hindering productivity and quality.

"I had had previous experience with Ukrainian and Indian developers through typical outsourced arrangements but measuring cost against quality, as well as the nature of my requirements, did not provide the solution I was seeking to match the growth of my business and the flexibility I needed as our products evolve" says Leon Chaddock when asked what made the difference to choose Questers against other outsourcing providers.

The Solution

The initial step for opening the Sofia office of Sentiment was very simple. A conference call with Questers was followed by a study tour to spend 24 hours in Sofia. After this the decision was taken to hire the first two Senior Java Developers.

The selection process was discussed with Questers recruitment team and a simple action plan that suited Sentiment's needs was agreed. Initially telephone interviews were conducted, followed by face to face interviews once a short-list of candidates had been assembled. "I flew to Sofia and spent a day in the office there to interview these candidates before agreeing with the Recruitment team as to which candidates I wanted to make offers to and hire" Leon Chaddock remembers.

Once the team was in place they were immediately incorporated into Sentiment's business and development processes. Working with the current development team, they attend all meetings over video/skype, and have full access to the company's internal systems so know about all business activity. Over the period since they started, members of the UK team have been visiting Sofia regularly and vice versa, encouraging the integration of the two teams. **"I believe we have achieved a fully integrated development team who all work well together despite being based in different locations"** confirms Leon.

The Result and Benefits to Date

To date, Sentiment has built a team in Sofia of 6 front- and back-end developers. Due to continued rapid growth of the business we expect our team to double in size. We now have one Development Manager and one Developer in the UK, along with a System Administrator. Collaborating with Questers has proved very successful. **We are completely confident in the environment and well-being of our team in Sofia, allowing us to concentrate on maximising productivity and delivery,** said Leon Chaddock, CEO & Founder at Sentiment. The main areas of success to date have been the cost savings and access to a new talent pool. We have managed to hire senior developers with skillsets of an equal level to the best talent in the UK. Being based outside of London, but in an easy commuting distance, we found it very hard to compete for the best UK talent with the salaries on offer in the City so by establishing a team in Sofia, we now have the ability to identify and retain market leading

skills and knowledge at a significantly lower cost to what we would expect to pay in the UK for the same level of individual.

AsONE teams are fully dedicated to each client and recruited against each client's specific needs and requirements. In a close collaboration with Sentiment, our qualified recruitment and HR teams took care for all administrative, hiring, setup, employment and facility aspects of this new partnership.

At the same time, and of equal importance, we have developed expertise, processes and systems to support the high performance and help Sentiment and all our partners maximize the value and the talents within its team.

AsOne teams are located near-shore, based in our high-quality office facilities, with advanced IT infrastructure, teleconference meeting rooms and recreation zones, all managed professionally by Questers internal team.