

Situation: The client was an engineering service provider. It was trying to position itself as a global leader for offshored engineering services. Company already had several clients from various industries and was looking to expand further.

Process, Insight and Advice:

Knowledgefaber looked at top engineering service outsourcers and identified what kind of work they are outsourcing and to which geographical locations.

Then Knowledgefaber worked closely with client to develop and execute a successful client acquisition strategy. We presented a range of existing clients, outsourcing service providers, type of work done by each of them and kind of projects outsourced. We identified important expectations of companies in regard to capabilities and price; we shared this information with client teams so that appropriate actions could be taken to meet these expectations