



ACCELERATING GROWTH

OVERVIEW

Tecsa is a three-year-old technology start-up that designs, develops, and implements loyalty programs for major retailers, banks, and travel businesses. With a rapidly growing workforce and a global reach, Tecsa's analytics platform and technology stack power loyalty programs for millions of customers worldwide. This case study explores Tecsa's partnership with BrightBox, a nearshore resource provider, and the impact it has had on Tecsa's ability to scale, innovate, and deliver high-quality results.

ABOUT TECSA

Tecsa operates in the loyalty program industry, utilising large pools of customer spending data to drive better product development and assortment. Their success relies on a robust analytics platform and a network of MarTech products that seamlessly integrate to create powerful loyalty programs. To support their geographically diverse workforce and access specialised talent, Tecsa partnered with BrightBox, a nearshore resource provider known for its ability to quickly provide skilled professionals with the cultural fit and technical expertise required for Tecsa's agile environment.

CHALLENGE: EXPANDING TECH CAPABILITIES

Tecsa faced several challenges in building and expanding its technology capabilities. One key challenge was accessing a flexible talent pool that could blend seamlessly into their existing teams. They required individuals with technical skills, cultural fit, and experience working with agile sprint processes. Additionally, Tecsa needed a solution that would allow them to scale their teams rapidly, adapt to changing business demands, and avoid the hassles associated with permanent recruitment.



SOLUTION: PARTNERING WITH BRIGHTBOX

BrightBox emerged as the solution to Tecsa's talent acquisition and scalability challenges. BrightBox provided Tecsa with quality nearshore resources that seamlessly integrated into their teams, working collaboratively across different time zones. The partnership allowed Tecsa to leverage BrightBox's expertise in identifying and selecting skilled professionals who aligned with Tecsa's requirements and quickly contributed to the company's projects. BrightBox's flexible approach enabled Tecsa to adjust team sizes, split sprint teams, and execute changes confidently.

RESULTS AND TESTIMONIALS

The collaboration between Tecsa and BrightBox yielded significant results. Tecsa experienced reduced time commitments and challenges associated with permanent recruiting. BrightBox's pre-selection process ensured that quality resources joined Tecsa's teams and became productive from day one. This approach enabled Tecsa to execute projects at a reasonable pace and increase their speed-to-market, resulting in improved delivery times.

Tecsa's ability to scale and complete double the work in a core product area showcased the positive impact of BrightBox's support. The partnership also provided strategic resourcing insight and guidance, allowing Tecsa to explore new directions and continually add value to their projects. The long-term relationship between Tecsa and BrightBox demonstrated the trust and confidence built over time, with Tecsa's senior permanent employees now actively choosing BrightBox resources as their preferred option for scaling projects.