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Itaú

Outsourcing & Staff Augmentation

Client: Itaú

Location: Sao Paulo, Brazil

Why Outsourcing?

Increased productivity and reduced costs. With the hiring of The Bridge, you can quickly scale your team, reduce processes bureaucracy of and save on legal and operational back office expenses.

Objectives

BPO Project - Allocation of professionals to assist, facilitate and improve the production and development of new projects in the Brand Identity area.

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CONTEXT

Challenge

Find qualified professionals in labelling, branding and digital identity with the best cost-benefit for our client.

Objectives

- **Optimize the amount of time used in different** existing planning exercises. It will maximize the job's focus.
- **General visibility into workflow**, goals **áreas** and team priorities. Act **effectively in any one of these areas.**
- **Align team priorities with business priorities.** Increase the amount contributed by the teams.



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HOW?

Selecting a senior team of Designers and Identity Editors, Brand and Tone of voice, thinking about strategic planning for the development and delivery of projects.



Strategy

With our global community of digital talent from The Bridge, we managed to attract the best talents in the market for our clients.

Additionally, through link referral strategies, partnerships with bootcamps, hackatons, freelancers and universities, The Bridge network is used to scale and accelerate the entire Hunting process.

PROCESS

Method

DEFINE

Opportunity
Benefits
Purpose

PUBLICIZE

Networks, Email, CRM,
Direct

SELECT

Experts Tools
Tactis

MANAGE

Communication
Transparency
Data
Ethics



Framework

For our Hunting process, we use the following tools:

- **Social Media**
- **Groups**
- **Email / CRM**
- **Universities, Bootcamps**
- **etc**



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RESULTS

Results

In a short time, we set up an effective team to meet the needs of our customer.

Results



Significant reduction in contracting time and operational costs

The Bridge is responsible for contracting and managing the service provider.

Quality of candidates

We have consultants with Know-how to find the best professionals in the digital market.

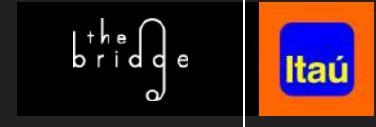
Transparent and Human Process

It's in The Bridge's DNA. The more clarity there is in the information sharing, the better the results.

Alignment with Stakeholders, HR and Business

Transparency about negotiation processes and strategies, each participant team remains aligned in decision making keeping the main focus on the defined strategy.

Significant reduction in time and work



Number of Hours per Consultant allocated to the project

8.0h

Weekly

168h

Monthly

35%

Work time dedicated to planning, preparation and alignment.



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RESULTS

Witnesses

Testimonials from a member of our team about the process, the delivery of value and feelings.

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The experience of working in a company the size of Itaú has been incredible. Since onboarding with The Bridge. Everyone is super helpful and kind. They explained the entire hiring procedure in the best way possible and soon streamlined all the tools necessary for me to start working at Itaú. However, although this initial phase was super smooth, we all have that first impression that large companies had unparalleled impersonality and excessive performance demands.

I was also very well received at Itaú. In less than a week, I was already feeling at home. We really have a lot of work to do, but with a lot of organization and the right measure. To this day, I am impressed with the organization and the work method of the entire team. Now in quarantine, we have daily meetings to organize ourselves and make sure that all tasks are completed, yet they are relaxed meetings, which make me realize that even at a distance, I can count on my team members.

Alfio Batista Presutti Jr.

Identity Designer

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Thanks!

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