

# CASE STUDY

## "A Data-Driven Success Story"



### SITUATION:

This client is a global leader in personal finance, operating a data-driven platform powered by machine learning and AI. They utilize available data, including credit scores and current debt levels, to provide tailored recommendations to consumers. Their services include credit report checks and a range of products aimed at helping consumers improve their creditworthiness, escape debt, and achieve greater financial stability.

To remain at the forefront of the fast-evolving personal finance industry, the platform leverages cutting-edge technologies. Staying ahead of competitors is crucial in this highly competitive landscape, as more players aim to establish a foothold.



### CHALLENGE:

To modernize their platforms and incorporate advanced data and machine learning technologies, the client is actively seeking specialized talent to meet the demands of both consumers and stakeholders. They plan to expand their workforce through various means, including direct hiring, contracting, and engaging consultancy firms as necessary to accommodate increased workloads. The client faced staffing shortages in multiple essential areas and required rapid team expansion across various specialized technology domains.



### SOLUTION:

Upon introduction to a client stakeholder, it became evident that Signify possessed access to a distinctive talent pool capable of swiftly delivering substantial value across multiple business units. Our primary focus was on core backend services, particularly in areas supporting Data, Machine Learning, and Customer Success.

Signify adopts a distinctive staffing approach where our recruiters specialize in specific niches rather than catering solely to client needs. This strategy enabled us to expedite the fulfillment of numerous job openings provided by the client, even in a fiercely competitive environment with multiple vendors vying for the same positions.



### CONCLUSION & RESULTS:

Within a span of just 14 months, we successfully positioned 28 engineers with the client, bolstering their critical backend services at an average rate of approximately two placements per month. These engineers were proficient in core technology stacks, including Machine Learning, Data Engineering, Scala/Spark, and TypeScript.

Their contributions were instrumental in supporting essential features and services for the company which collectively serve over 100 million users worldwide, experiencing significant usage surges during the tax season. Signify demonstrated that partnering with a specialized technology supplier allowed the client to rapidly expand their backend teams, effectively meeting heightened demands.

