

SUCCESS STORY:

Building journey teams for the new age of banking

In this increasingly digital world, Fintech clients are looking to transform the customer journey for the new generation of banking. And our client, one of the largest banking companies in the world, is no exception. Their hiring manager needed to build a journey team to embark on the company's digital transformation. Journey teams are responsible for identifying customer needs, researching and revamping the product to make it more effective and efficient, which requires specialized talent. That's where Synergis Creative comes in.

What's the situation?



Out to bid. It had been years since our client had conducted an RFP for staffing services. The goal of the RFP was to revamp their vendor list and partner with best-in-class vendors to elevate the level of talent the company's leadership was requesting.



Tough competition? The client was used to working with localized vendors that, unlike Synergis, didn't specialize in the IT and digital spaces. They needed a national recruiter:

1. with broad experience in specific journey team skillsets.
2. to find candidates from across the United States, not just near their headquarters.
3. to help them quickly engage stellar candidates for their journey teams.

Positive results



Steady growth. Our client's digital team is expected to experience more than 100% growth. And Synergis continues to place top-quality talent for these roles.



The Synergis solution

Highly recommended. After a company senior executive endorsed Synergis for the job, we were pleased to offer a solution that made everyone happy. We are the go-to recruitment partner for this senior executive for years at other Fortune 500 companies.



Consultants on assignment. Our client gained valuable digital talent for their journey teams because of our unique ability to skillset recruit. The positions we filled included:

- Researcher
- Accessibility Consultant
- UX Architect
- Front-End Developer
- Visual Designer
- Content Writer
- Product Owner



Looking to the future. The banking industry has traditionally used a Waterfall project management methodology, which is not the way of the future. Through the rebuilding of this team, they adopted the Agile methodology to focus on future product innovation.