

## PIONEERING SOCIALLY CONSCIOUS OUTSOURCING IN AFRICA

### Case Study: Research & Lead Generation

Helping distribute job opportunities  
throughout the world

# Andela

*“Andela found  
a reliable,  
cost-effective  
and fast partner  
in Impact En-  
terprises”  
-Evan Johnson,  
Director of  
Partner Relations*

### THE CLIENT

Andela is the technology partner for mission-driven companies. Founded on the idea that brilliance is evenly distributed but opportunity is not, Andela aims to train 100,000 world-class software developers in Africa over the next 10 years. To do so, Andela has created a new model of education that funds itself through the work we do. With a 0.6% acceptance rate, Andela is the most selective tech training program in Africa and to date, no developer has ever been dropped by a client. In fact, 80% of clients have requested additional services within the first 6 months. Andela has been featured by Wired, CNN, and others, and the company is backed by top investors in Africa and North America, including the founders of Facebook, eBay, and AOL.

### THE CHALLENGE

As Andela continued to grow, it needed a way to find more companies around the world that would be interested in the developers they were training. To accomplish this, Andela was searching through open job postings that were hiring for the types of skills and positions that they had prepared their developers for. As Andela expanded that program over time, they needed a support company that would be able to incorporate their feedback and improve on it to find the best job opportunities possible.

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A FREE TRIAL

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**IMPACT**  
ENTERPRISES

## THE SOLUTION

Impact Enterprises coordinated with Andela to understand the specific criteria that matched their business model. Our team familiarized themselves with the skill requirements demanded by Andela and diverse job platforms in order to research and input hundreds of job listings. As listings were qualified by Andela, Impact Enterprises provided further research to profile the businesses. Based on our research, Andela was able to directly connect with these companies.

Throughout the project, Impact Enterprises management provided feedback to Andela on the search process and how to optimize methods. As their sales approach changed, our team adapted to new databases and created customized reports to meet Andela's evolving needs.

## THE IMPACT

Impact Enterprises looked through 1000s of job listings across the U.S. to identify the matching ones for over two dozen specific skill sets and was able to compile it to nearly 100 new qualified leads for Andela. The constant communication and feedback throughout both projects helped Andela refocus their outreach approach and reconsider effective methods of expansion.

The various Andela projects employed 9 Data Specialists to support the various research projects. During the 4 months, they put in almost 600 hours of research. Our Data Specialists learned about new industries and collected data on markets they previously had no exposure to.

## ABOUT IMPACT ENTERPRISES

We are a socially conscious outsourcing company in Zambia. We employ talented Zambian graduates and provide them with training and career development. This experience will help them build a foundation for their careers and continued education. In addition to lead generation and content management, we offer data entry, web research, software testing, and customer support services.

*“At that time, our needs were still evolving, but Impact Enterprises was perfectly able to adapt to us.”*

*“Andela and Impact Enterprises have the same core social mission: train young talented people and give them the opportunity to grow.”*

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