

Impact Sourcing Specialist Profiles 2022

June 2022: Complimentary Abstract / Table of Contents

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Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Implications of impact sourcing

Impact sourcing stakeholders should focus on higher investment in the impact sourcing ecosystem with an expanded scope of service delivery and geographic considerations



Deepen investment in impact sourcing because the business case keeps scaling up (untapped talent, business edge, and corporate citizenship)



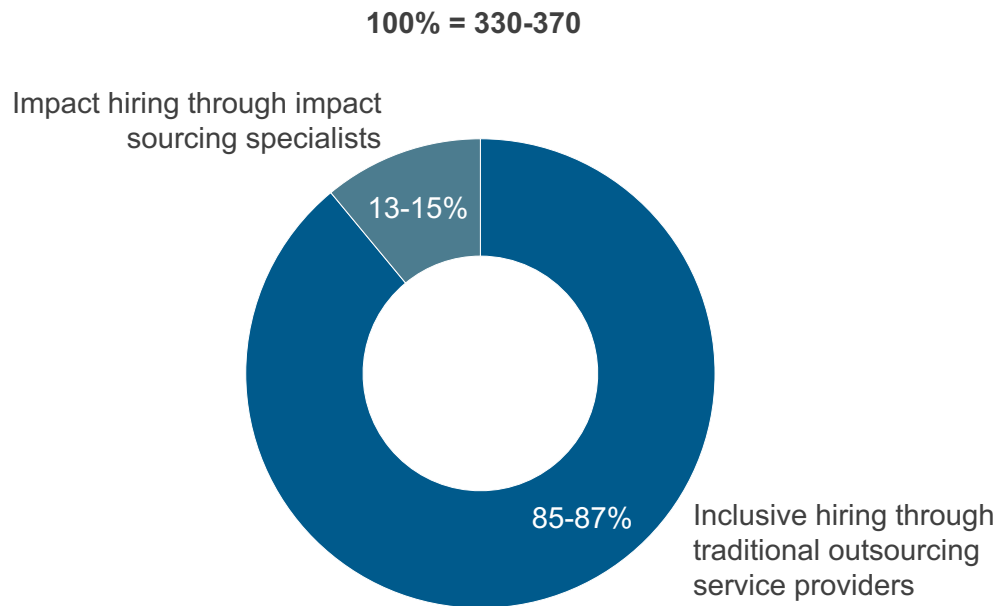
Broaden view for the scope of service delivery from impact workers as the ecosystem for inclusion gets refined



Expand geographic considerations for impact sourcing as marginalized communities are everywhere; the potential to include them in the global services market is also high

The impact sourcing market is ~350,000 FTEs with 13-15% of the workforce being employed by impact sourcing specialists

Impact sourcing market size¹
2021, '000s



Key impact sourcing specialist participants



¹ Includes impact workers employed with traditional outsourcing service providers as well as impact sourcing specialists.
Source: Primary and secondary data collection; interviews with market participants (buyers, traditional outsourcing service providers, and impact sourcing specialists); Everest Group (2022)

Executive summary

Impact sourcing has a growing business case as a strong opportunity for unfolding alternative talent sources while making this world a better place to live in



Impact sourcing is a proven approach to gain a competitive business edge and talent advantage while creating a positive social impact

Impact workers offer lower levels of absenteeism and attrition rates compared to the traditional global services workforce. Along with offering a competitive and cost-effective alternative to traditional outsourcing engagements, they prove to be more engaged and stable. Moreover, higher focus on having a business for a cause and embracing shared value among customers and investors have encouraged enterprises to make a shift toward impact sourcing.



A close association of different impact sourcing stakeholders, such as workers, employers, and enablers, is required to drive value

Impact sourcing employers can engage with impact sourcing workers directly (through direct hiring) or indirectly (through services outsourcing or subcontracting); impact sourcing enablers provide the necessary support to promote and incentivize the overall ecosystem by devising job-readiness programs, influencing policies, and regulations such as tax benefits, hiring mandates, and a foreign trade policy.



The impact sourcing market is ~350,000 FTEs strong with specialists recording impressive growth in the last few years

The majority of impact workers are being employed by the large traditional service providers. Though the market size of impact sourcing specialists is small, they are showcasing a tremendous growth rate in revenue as well as the number of FTEs with a good mix of clients across geographies, industries, and business service lines. Client feedback suggests that in the majority of the cases, job performance of impact sourcing specialists has proven to be at par with traditional global sourcing vendors.



Women and unemployed youth from marginalized communities form the largest segments of the impact sourcing workforce being employed by specialists

Impact sourcing specialists exhibit a considerably higher women representation in their workforce compared to traditional IT/BPO service providers. High school graduates from remote locations are the key population segments being targeted by specialists.



Impact sourcing specialists are delivering across a diverse spectrum of services ranging from back-office support to data labeling and annotation

Impact sourcing specialists are delivering across a diverse spectrum of services ranging from BPS services such as lead generation and back-office support to IT services such as digital transformation, data annotation, and content moderation. A significant number of impact sourcing specialists are focusing on digital domains with an accelerated demand for data labeling and annotation services with rising AI/ML adoption globally.

The compendium gives an understanding of the kind of work that the impact sourcing specialists who participated in our study are doing across different geographies; below are some extracts which will convey the depth of this compendium

Key delivery locations	Key investments, partnerships and certifications																														
	<table border="1"> <thead> <tr style="background-color: #4a7c9d; color: white;"> <th colspan="4">Proprietary IP/solutions/frameworks/accelerators/tools developed internally</th> </tr> <tr style="background-color: #e6f2ff;"> <th>Solution name</th> <th>Solution type</th> <th>Year launched</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>AQA</td> <td>NA</td> <td>2018</td> <td>An automated quality assurance tool for email with zero carbon footprint</td> </tr> <tr> <td>MiDash</td> <td>NA</td> <td>2016</td> <td>A gaming-based solution for employee engagement with zero carbon footprint</td> </tr> </tbody> </table> <table border="1"> <thead> <tr style="background-color: #4a7c9d; color: white;"> <th colspan="3">Key partnerships</th> </tr> <tr style="background-color: #e6f2ff;"> <th>Partner name</th> <th>Nature of partnership</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>AAA</td> <td>Co-innovation</td> <td>Partnered to design, develop, and deploy customer management solutions. This partnership also extends XXX' access to technology roadmaps, product improvements, and enhanced support.</td> </tr> <tr> <td>BBB</td> <td>Co-innovation</td> <td>Partnered for the development of its workforce management tool. The solution was developed to give employees scheduling power and flexibility.</td> </tr> </tbody> </table> <table border="1"> <thead> <tr style="background-color: #4a7c9d; color: white;"> <th colspan="1">Key certifications</th> </tr> </thead> <tbody> <tr> <td>Supplier diversity</td> </tr> </tbody> </table>	Proprietary IP/solutions/frameworks/accelerators/tools developed internally				Solution name	Solution type	Year launched	Details	AQA	NA	2018	An automated quality assurance tool for email with zero carbon footprint	MiDash	NA	2016	A gaming-based solution for employee engagement with zero carbon footprint	Key partnerships			Partner name	Nature of partnership	Details	AAA	Co-innovation	Partnered to design, develop, and deploy customer management solutions. This partnership also extends XXX' access to technology roadmaps, product improvements, and enhanced support.	BBB	Co-innovation	Partnered for the development of its workforce management tool. The solution was developed to give employees scheduling power and flexibility.	Key certifications	Supplier diversity
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Overview

Company overview

XXX was founded in 2013 to create jobs for people with autism and other disabilities. XXX empowers its clients to focus on strategy by taking on activities that divert time and energy away from critical business functions and decisions. XXX leverages the unique talents of individuals with Autism Spectrum Disorder (ASD), along with technology and systems design, to provide both cost-competitive solutions and exceptional quality.

Key leaders

- **ABC:** CEO
- **XYZ:** Director of Talent and Operations
- **EFG:** Director of Client Delivery

Headquarters: Chicago, US

Founded (year): 2013

Business model: For profit

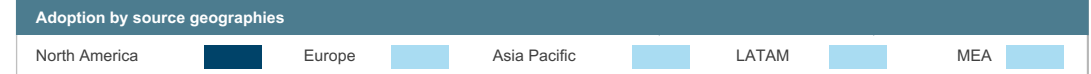
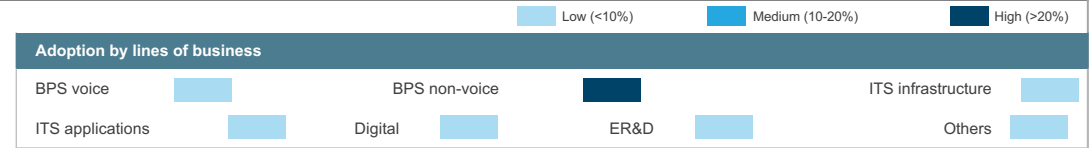
Website: www.xvz.com

Definition of marginalized or target impact workers

XXX hires individuals on the autism spectrum that have faced challenges gaining or retaining employment. In previous positions, they have typically worked in low-skill jobs that did not take advantage of their skills and talents.

Practice overview

- Services include Digital Marketing manage and optimize on-line campaigns; Transaction Processing - record and validate critical transactions; Quality Assurance - test and certify websites and operational systems; Data Management - build and verify data sets that enable great decisions
- Primarily cater to the retail, e-commerce, and marketing vertical
- **Workforce ratio:** male-79%and female-21%



Practice fact sheet (Everest Group estimates)			
	2019	2020	2021
Overall revenue (US\$ million)	0.5-1	0.5-1	0.5-1
Number of total workers (FTEs)	10-20	10-20	20-30
Number of impact workers (FTEs)	10-20	10-20	20-30

Research calendar

Sustainability Technology and Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Decoding the Sustainability Opportunity in BFSI – Market Report	July 2021
Finance: a Cornerstone of Enterprise Environmental, Social, and Governance (ESG) Strategy	October 2021
Sustainability in Financial Services – The Next Big Opportunity in Data, Technology, and Services	December 2021
Environmental, Social, and Governance (ESG) Adoption in the Engineering Landscape	March 2022
Social Sustainability in Life Sciences: Connecting the Dots between Profit and Purpose	March 2022
The Growing Need for Inclusive Talent Models: Learning from Impact Sourcing Specialists	May 2022
Impact Sourcing Specialist Profiles 2022	June 2022
Sustainability Enablement Technology Services PEAK Matrix® Assessment 2022	June 2022
Sustainability Enablement Technology Services Provider Landscape – Compendium	Q2 2022
State of the Market – Cloud 3.0 (Focus on sustainability and sovereignty)	Q2 2022
State of the Market – Sustainability Enablement Technology Services 2022	Q3 2022
Data and Analytics (D&A) for Sustainability	Q3 2022
Sustainability Software Vendor Landscape	Q3 2022
Talent for Sustainability	Q4 2022

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