

Case Study: Giving Assistant

Giving Assistant—a socially-conscious, consumer loyalty program dedicated to supporting non-profit organizations' missions through cashback-based donations—attributes their continued, long-term success as a flourishing startup to Samasource.

"Samasource is an all-in-one solution for us," said Niklas Olsson, Giving Assistant's marketing manager. "We've been able to get new projects up and running in a matter of weeks, and the tasks we send over are completed within 12 hours. It's like a whole new world."

Ryan Quiel, the company's co-founder and head of product development, agrees with Olsson. Before committing to Samasource, Quiel attempted to manage remote teams himself in the hopes of efficiently outsourcing a variety of data-centric projects. He said doing so was not only complicated, but time-consuming.

"As a growing startup, the thing we were lowest on was time," said Quiel. In addition to having to "manage the managers," problems would arise within the remote team that would then come back to Quiel himself. That meant more time spent engaged with remote teams, and less time spent focused on Giving Assistant's growth.

Thankfully, the company found Samasource, who they have entrusted for nearly two years.

"Since we started using Samasource, traffic to our site has increased 600%," said Olsson. "They've consistently exceeded our agreed-upon 95% quality level, and thanks to some recent improvements to our workflow, we've been able to increase our ROI by 240%."

Today, Samasource currently oversees four large projects with Giving Assistant ranging from content creation, to data collection and data verification. Additionally, Quiel credits Samasource for clearing a path toward Giving Assistant's continued success.

"The biggest problem we had is that there were a lot of moving pieces in our system," Quiel explained that Samasource has since removed a lot of those pieces, providing his team with the time and resources they needed to create a product that non-profit organizations and consumers alike have come to enjoy and value.

"We're growing really fast," said Olsson. "There's no way we could have done that on our own without Samasource."

Likewise, Giving Assistant no longer has the challenge of time-zone juggling when it comes to engaging with their remote teams. Their team manager is located nearby in San Francisco, where Giving Assistant is based. "It's great to have points of contact here in San Francisco that are approachable and easy to reach," said Olsson.

While Samasource helps Giving Assistant overcome challenges as a company, they're also committed to helping citizens in developing countries rise up out of poverty—something both Quiel and Olsson deeply value.

"Jobs in Africa are few and far between," said Quiel, who co-founded Giving Assistant after years in the non-profit sector. "Typically, a college graduate in Africa might come out of a university and go right back into the fields to become a farmer again. I'm really motivated knowing that Samasource helps these graduates use their degrees to rise above the poverty line."

Olsson also enjoys the fact that Samasource helps open doors for citizens, enabling them to experience continued growth in their careers. "It's great to see people from Samasource transitioning into other jobs where they can earn even more."

Given Samasource's commitment to eradicating poverty, and their proven ability to nurture the upwards momentum of companies like Giving Assistant, Quiel said, "Our partnership with them was a no-brainer."

Olsson agrees. "It's a worry-free solution."