



AIA CASE STUDY

Resource Augmentation to support digital transformation.



AT A GLANCE

Key Metrics delivered
by our Resource
Augmentation

Location: Hong Kong

Sector: Insurance

Job titles: Across entire digital + seniority spectrum

Project timeline: One year + ongoing

Services provided: Resource Augmentation: flexible,
cost-effective outsourcing strategy

Roles: 100+





RESOURCE AUGMENTATION

Project Background

After Hong Kong-based insurance group, AIA, completed a multi-hundred-million-dollar merger with another insurer, they faced the mammoth task of migrating all of their digital applications to AIA's infrastructure. This meant ensuring everyone, including traditionally trained personnel, understood and bought into the technology.

Working alongside other consulting resources, including subject matter experts from Accenture and AIA's own Project Lead, Inspire supplied Resource Augmentation to provide the reinforcements needed to maximise transformational success, while minimising expensive hiring. The main goals of the project were:

1. The effective migration of their digital applications
2. Achieve personnel buy-in of the technology
3. Facilitate revamped main website, mobile applications and cloud migration
4. Reduce the time/money associated with hiring permanent roles for the transformation

Project Solution

To spark the integration, Inspire used Resource Augmentation to begin embedding the right people, starting with a Programme Lead. After building an entire team across the digital spectrum, they then launched agency training programmes. Within this, digital ambassadors were hired to work directly on the sales floor, overseeing the technologies being used by clients and staff.

As well as facilitating the development of applications, Inspire had people coaching staff on how to use them on a daily basis. Additionally, Project Management Office (PMO) staff were hired, including two Account Managers.

SUCCESS METRICS

100+
contractors on-
boarded in a year,
and ongoing



HK\$60,000
monthly savings
with Inspire's
Resource
Augmentation
approach





SERVICE RANGE & PROCESS

They ensured the smooth running of the overall account, both from inside Inspire HQ and directly on the AIA floor.

Taking into account the input from Accenture and AIA, these PMOs managed all the moving parts, also ensuring that new starters were equipped with an understanding of the task ahead and the deliverables. They took care of the whole onboarding process, from interview preparation to comprehensive intel about the role.

Initially, AIA was considering spending HK\$200,000 for an experienced business analyst. Inspire provided a resource with exactly the same capabilities for around HK\$70,000. Ultimately, Inspire's footprint on the project became so large that Accenture had to adapt to their way of working, rather than the other way around.

Putting this into figures, Inspire has supplied over 100 contractors so far. This covers a wide range of roles, from fresh graduates to Programme Leads and Directors. Positions also included technical jobs such as developers, tech engineers, front-end/back-end staff, and business-side roles like marketing functions.

Unlike standard recruitment companies, Inspire went above and beyond with their business function support and flexibility. For example, AIA required cost justification for every member of staff supplied to assist directly on the ground. So, Inspire brought in part-time workers – including high school/university graduates – to minimise expenditure.

Additionally, one full-time Account Manager is now assigned to oversee this project alone. A unique move in recruitment, and a reflection of the sheer scale of support provided. Even now, Inspire is still supplying staff to every single technology team in AIA.

All in all, Inspire's Resource Augmentation approach saved AIA over HK\$60,000 a month. In addition, they prevented a lot of crucial projects from failing, through their sheer speed at supplying resources on a scale that's unheard of across similar firms.

The reliability and ability demonstrated meant that AIA even turned some permanent vacancies (like Programme Director) into contractor roles just so they could work with Inspire. In choosing this direction, they skipped a lot of potentially damaging hurdles associated with permanent hiring.

Inspire made AIA's life much simpler following their large-scale merger. The two organisations remain in daily contact, and AIA turns to Inspire whenever they need help, such as finding Personal Assistants for Directors.

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CONTACT DETAILS



Bundles

Find out more about out the Bundles service, which is securing rare, agile talent in a tight market [click here>>](#)

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