

Collabera®



About

Collabera is a leading brand in IT staffing for over 25 years and is one of the largest diversity IT staffing firms in the industry. With over 16,000 professionals, the company provides cost-effective, high-quality IT resources to meet talent needs through Staff Augmentation, Global Talent Management, Managed Services, Permanent Placement Services, and Vendor Management Programs to over 60 countries across the world. Collabera has been named the Best Staffing Firm to Work For in the large firm category by Staffing Industry Analysts, the global advisor on contingent work, for seven consecutive years.



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Challenge

The Collabera job portal was not robust enough. It was slow, and was lacking in features. Even though they had a vast repository of job vacancies and job seeker database but user interface was far from perfection. Enhancing customer experience was a big challenge. Moreover, the portal was designed with multi-layer of technology. Repository database files are in a secured layer whereas the connection is made through many API calls that fetches the data and displays on the front end portal. This required a change as well as the UI of the site. Collabera management wanted us to come up with a revamp strategy based on a due diligence.

Also, compared to its newer competitors, the Collabera was missing out on social media sharing options. That was partly responsible for the lower site traffic.



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Solutions

Pixel Solutionz redesigned the job portal and enriched it further with a host of attractive features like advanced searching, map-based search, location-wise job listing. The map-based search feature allows a user to click on highlighted points on the map and search jobs in that area. If a candidate is looking for mobile app developer opportunities in New York, he/she just needs to place the cursor on the specific location in the map, and click to see the relevant results.

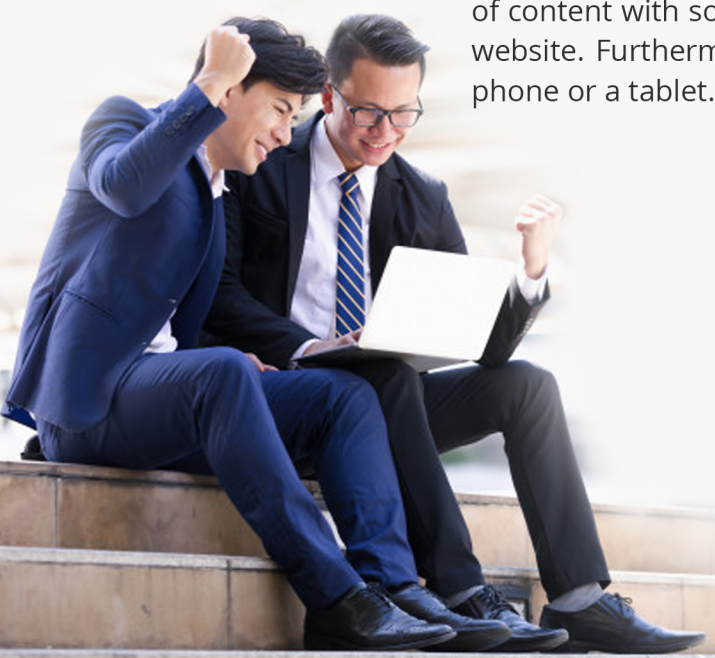
The UI looks much better now, with improved customer experience. Suggestive references of most viewed jobs or popular searches contributed significantly to the increased site traffic. Pixel Solutionz also enabled sharing of content with social media buttons on articles and pages of the Collabera website. Furthermore, the website was optimized for viewing on a mobile phone or a tablet.

Technology



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Benefit

Collabera benefitted largely from the revamped website, advanced search functionalities, easy navigation, and a host of newly added features like popular searches, most viewed jobs, live chats, and helpful resources. The site navigation and search functionality improved radically, leading to a growing subscriber base and soon gave a stiff competition to its peers in the US.



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