



GODADDY GROWS NEW PRODUCT AT A SAVINGS WITH RELIABLE FREELANCERS

7x faster time to hire

86% lower freelancer churn rate

Near **24/7** productivity

THE CUSTOMER

GoDaddy is the world's largest cloud platform dedicated to small, independent ventures. The company manages 71 million domain names for 17 million customers worldwide.

THE CHALLENGE

Need a reliable source for quality talent

GoDaddy runs a growing local business listings program called Get Found. Maintaining data quality is critical to the program's success, but it takes a lot of support to review and validate each listing. The company contacted local agencies for freelance help, but over half of the talent delivered were improper fits. This resulted in high freelancer churn, which increased expenses, slowed production, and impacted the program's growth. Adding to their challenge, the program also needed to increase its number of listings and ensure accuracy.

THE SOLUTION

Control talent quality by sourcing directly

Get Found's main bottleneck to growth and efficiency stemmed from its unreliable talent source. So program manager Anthony Massarweh decided to build their own talent pool. He worked with Upwork Enterprise's Talent Services team to find qualified freelancers.



“The freelancers Upwork presents makes hiring easy. They’re all qualified, so I just choose the best to interview.”

Anthony Massarweh, Program Manager, GoDaddy

THE RESULT

7x faster time to hire and 86% lower churn

GoDaddy’s traditional time to hire for this program averaged two to three weeks. But Talent Services delivered a shortlist of 15 qualified proposals within three days. “The freelancers Upwork presents makes hiring easy. They’re all qualified, so I just choose the best to interview.” said Massarweh.

Working with higher quality and better fitting talent also dropped the freelancer churn rate by 86 percent. This not only increased productivity, it also reduced recruiting and administrative costs.

The program cut costs further by consolidating all freelancers onto a single platform. Including individuals GoDaddy sourced themselves. This provided an efficient way to pay talent, check project deliverables, and pull reports.

“If it wasn’t for Upwork Enterprise helping us find the right talent, this program wouldn’t thrive the way it did. The freelancers are so reliable, it frees me to focus on the hundred other things going on,” says Massarweh.

Their talent works across many time zones, which provides a near 24/7 production schedule. This speeds up turnaround times, and helps them increase productivity with a lean team.

Backed by reliable talent, the company met its program goals. It cut costs, increased listings, and maintained high quality output.

ABOUT UPWORK ENTERPRISE:

Upwork Enterprise combines technology and services, giving companies a single solution that makes it easier to get work done with freelancers. Built on the largest freelancing website, you get simple, quick and cost effective access to qualified contractors.

See how you can increase efficiencies and lower costs with reliable, remote talent. Contact Upwork Enterprise today.

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