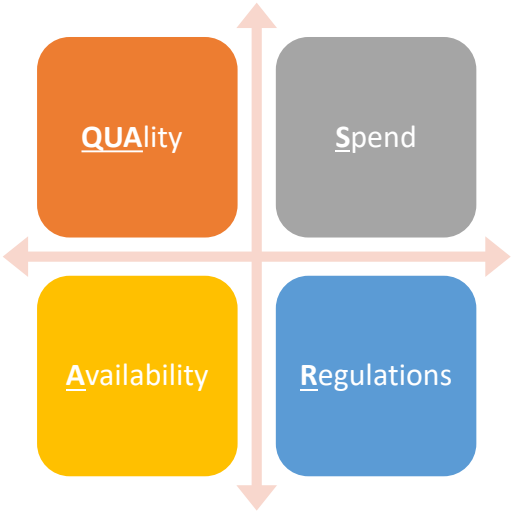


QUASAR Analysis for Contingent Workforce Strategy Planning

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One of the biggest errors in global contingent workforce strategy (CWS) planning strategy for Multi-National Corporations (MNCs), is that a fact that a number of factors listed in the Matrix are not considered in details. Taking the example of India, HR and Procurement functions based in the APAC Head Quarters (which are inadvertently in South East Asia or Australia), assume that talent is there for the asking. There is a large workforce available in India, no doubt, but it does not meet the the spend, speed or quality requirements for many MNCs. And this phenomenon seems to be more prevalent in South and East Asia as compared to the Americas and EMEA.

If these four key factors that should be taken into consideration while planning global contingent workforce strategy, firms can save a lot of pain later on and can also use the contingent workforce as a competitive strategy.

Quality

This refers to the relative skill proficiency of the contingent talent in country and takes into account to not only the technical proficiency required, but also communication level, degree(s), etc. A high 'quality' of talent usually results in the right candidates being identified with fewer submittals.

Spend

This is the price one has to pay for contingent talent overall. There will be some positions that the rates in any country will be higher than for others, but the perspective overall spend should

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be taken into account while considering a country's viability. Plus, factors like inflation and average salary increments have to be kept in mind as well when focusing on spend analysis.

Availability

Even though many countries are supposed to have a large workforce availability, but that talent might be limited to certain locations, skills or industries. It is one of the key mistakes that firms make and once the programs are launched locally, and it is quite often very late in the day that they realize that it has been a strategic error and it can prove quite expensive.

Regulations

A number of countries make it unviable for firms to use contingent workforce in key areas, plus there might be complicated compliance requirements to me met and additional fees to be paid. This is much more applicable to contingent workforce management, hence making QUASAR more useful in the same environment.

This is by no means all the factors that need to be taken into account, but they do cover the main areas that need to be considered. Almost all global expansions face challenges in different countries, but if the strategic plan takes into account the factors listed in the QUASAR Analysis, it can help the planners avoid any costly errors.



www.workspend.com

+1800-770-5973

101 HudsonStreet,
Suite 1900
Jersey City,
NJ07302, USA

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