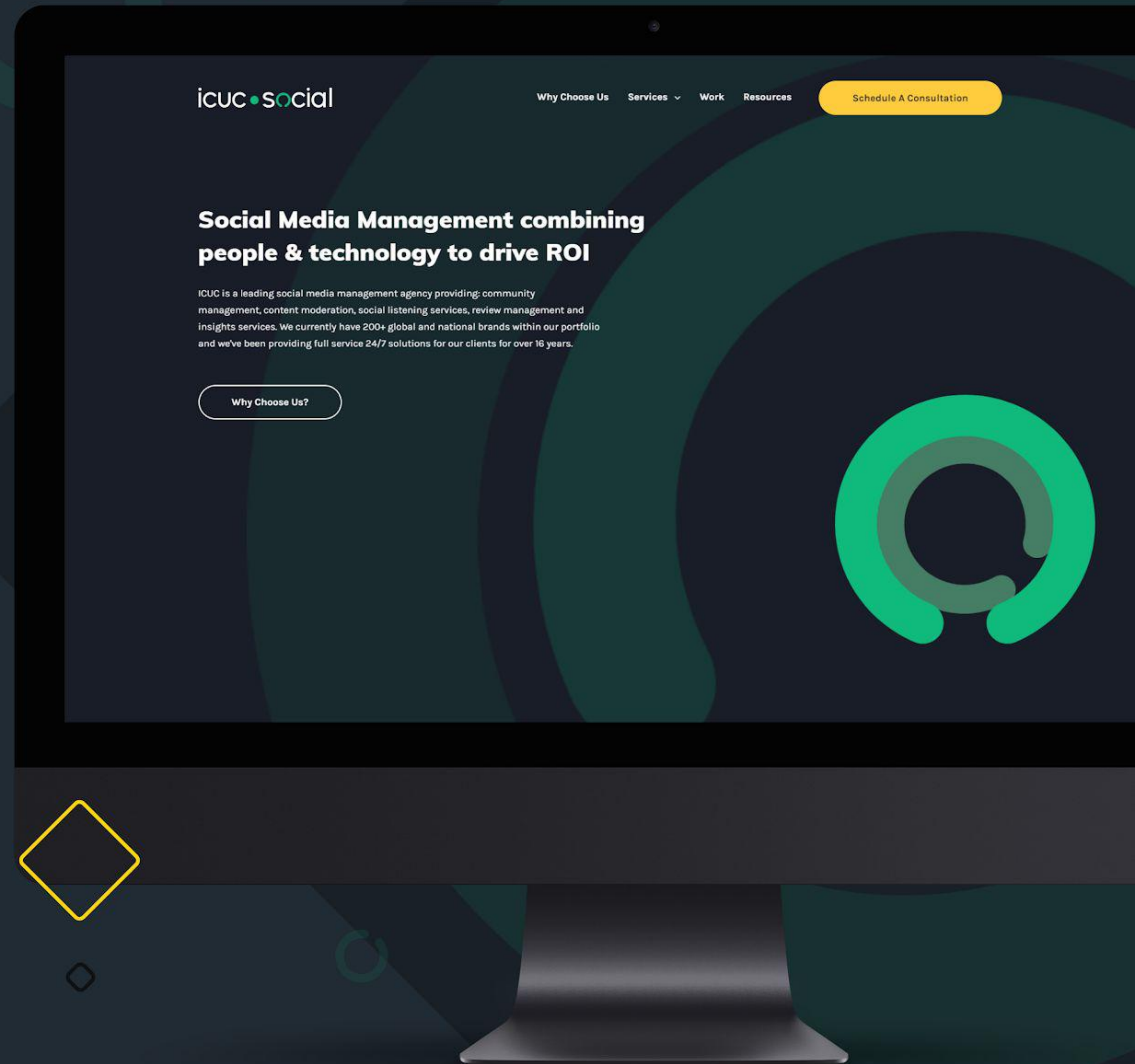


icuc • social

Embracing a remote-first philosophy, while building a successful hub for distributed development teams.





BUSINESS NEEDS

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For 16 years, the platform has managed to obtain the recognition and loyalty of **200+ clients** through the diligent performance of over **300 remote employees**. With customers in healthcare, energy, retail, financial, and various other sectors, ICUC proves to be diverse and flexible while delivering guidance to their clients in regards to their social media journey from start to finish.

Story Behind

ICUC is a Canadian-based social media management agency that offers community management, content moderation, social listening, and insights services to strengthen companies' brand positioning on the market.



MOBILUNITY



TECH TALENTS



MOBILUNITY

www.mobilunity.com

Challenges

ICUC has a remote first philosophy as they believe that talented professionals are spread all over the world and that they should take full advantage of the opportunity that technology offers to work with them all.



Speed of Recruitment:

The client wanted to find a partner who could process candidates in a timely manner to support the rapid growth of their global development team.



Diversity:

ICUC recognizes the importance of bringing together team members from around the world with diverse backgrounds and experiences which leads to greater innovation.



24/7 Coverage for Development Needs:

As social media is 24/7, they needed the ability to work round the clock to match demand.

SOLUTIONS

Bespoke Recruitment Plan:

As **recruitment** is a large part of our model and essential in our **3Rs of nearshoring**, we understand the no two clients are alike. Therefore, our recruitment team created a bespoke plan aimed at addressing the particulars of the vacancies as it relates to ICUC.

SOLUTIONS

Personalized Developer Roadmaps:

Just like our client, each developer is unique in their own right. In order to ensure **retention** (another pillar of our **3Rs of nearshoring**), each developer is given a roadmap aimed at steering them toward the personal development they desire. With this roadmap in mind, it allows the developers to set goals, and understand that both ICUC and Mobilunity have plans for their long-term engagement.

SOLUTIONS

Flexible Schedules and Full Coverage:

As part of our recruitment plan we were able to bring in team members that could not only be trusted to work independently, but were also able to work using flexible schedules. This allowed ICUC to have **an autonomous and effective development team** in one spot with 6-8 hours time difference, which would contribute to the goal of 24/7 coverage.



Outcomes

Within a couple of weeks, the entire team was onboarded.



All team members were hired
within 2-4 weeks:

Which allowed to scale the project quite fast,
upon need. 3 team members have been working
since 2017.



Daily standups at the intersection
of Canadian and Ukrainian working
shifts:

Daily meetings at 5 pm Kyiv time (10 am Montreal
time) keep the teams updated about all current
issues and still cover 24/7 development, even
considering that those teams are spread
across various continents
and time zones.



Dedicated Resource Managers
make sure retention is as high as
possible:

According to a study by LinkedIn, average
churn rate in Canada: 16%
Average churn rate for ICUC's dedicated
team: 2.9%

”

*“**Communication** - to make sure both parties are satisfied with the working experience.
Collaboration - since the teams are operating remotely, it is important for them to be fully involved into the processes of developing the software, including showing the initiative and ability to work autonomously. **Constant feedback** - presupposes collecting two-way comments to be on the same wavelength concerning all processes”.*

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Jenna Poste,

VP, Product Development, ICUC



LET'S DISCUSS BUILDING YOUR DEVELOPMENT TEAM

Inquire for details at sales@mobilunity.com

www.mobilunity.com