Improving Impact Sourcing
via Efficient Global Service Delivery

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Impact sourcing
• Outsourcing tasks to people in underdeveloped regions
• Samasource is a leading in impact sourcing
• Regions: Haiti, Ghana, Uganda, Kenya and India
• Since 2008 - $3.5M in wages
• More than 30K people lifted out of poverty
• 89% of workers pursue additional employment and/or education after working for Samasource

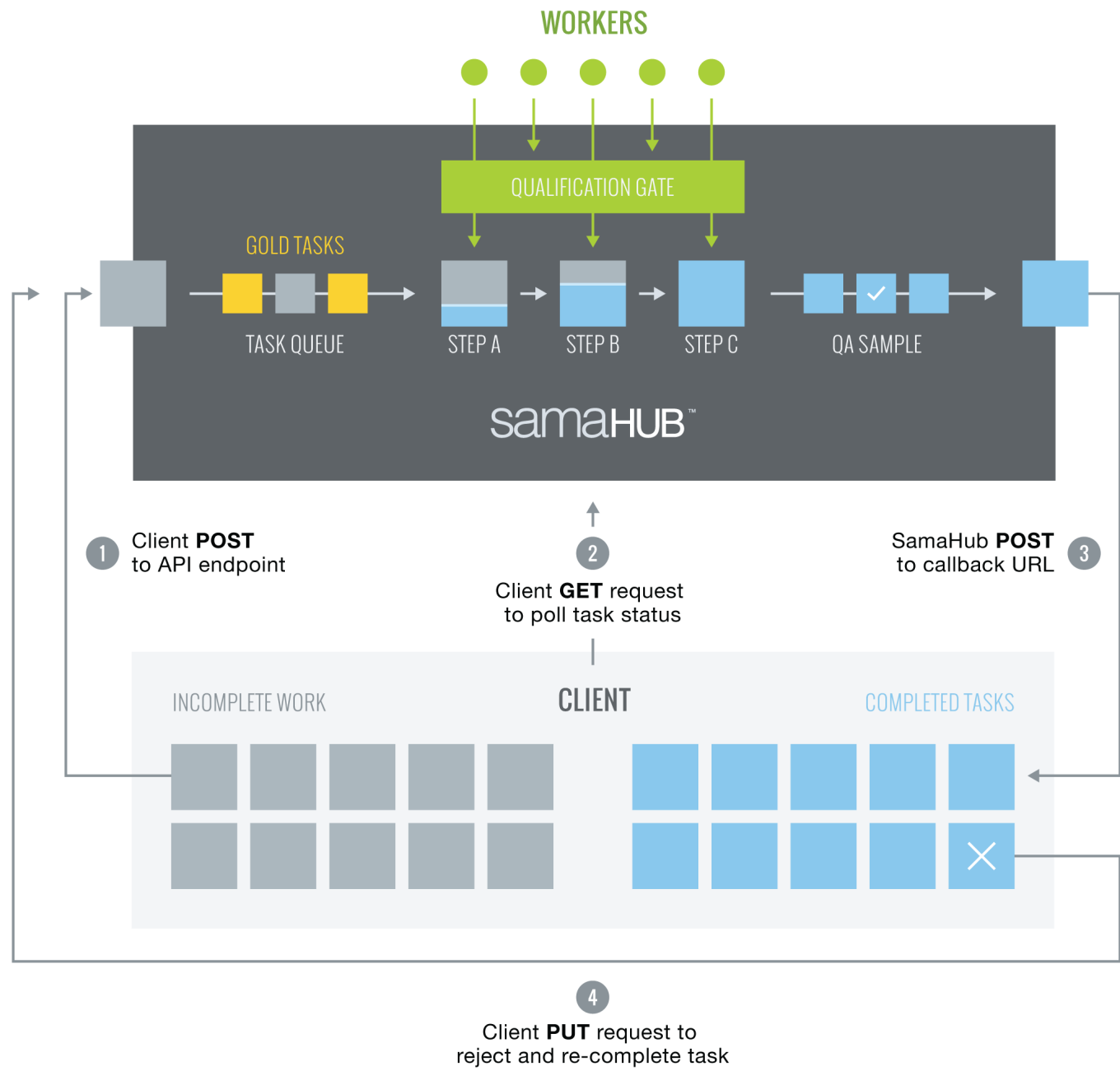Customers can get jobs done for 30%-40% less

ebay   gettyimages   Google   Microsoft   tripadvisor   Walmart

Samasource provides customers
• Project management
• Consultation on task design
• Connects them with workers
Partner agencies in underdeveloped regions provide
• Delivery centers (physical facilities)
• Stable electricity
• Local managers

Work model
• Project is split into smaller tasks
• Tasks are distributed to global work centers via web-based platform Samahub

Making impact sourcing more efficient

We improve the efficiency by:
• Data-driven scheduling algorithm
• Proposing certain organizational flexibility:
  Flexible steps, Flexible substeps
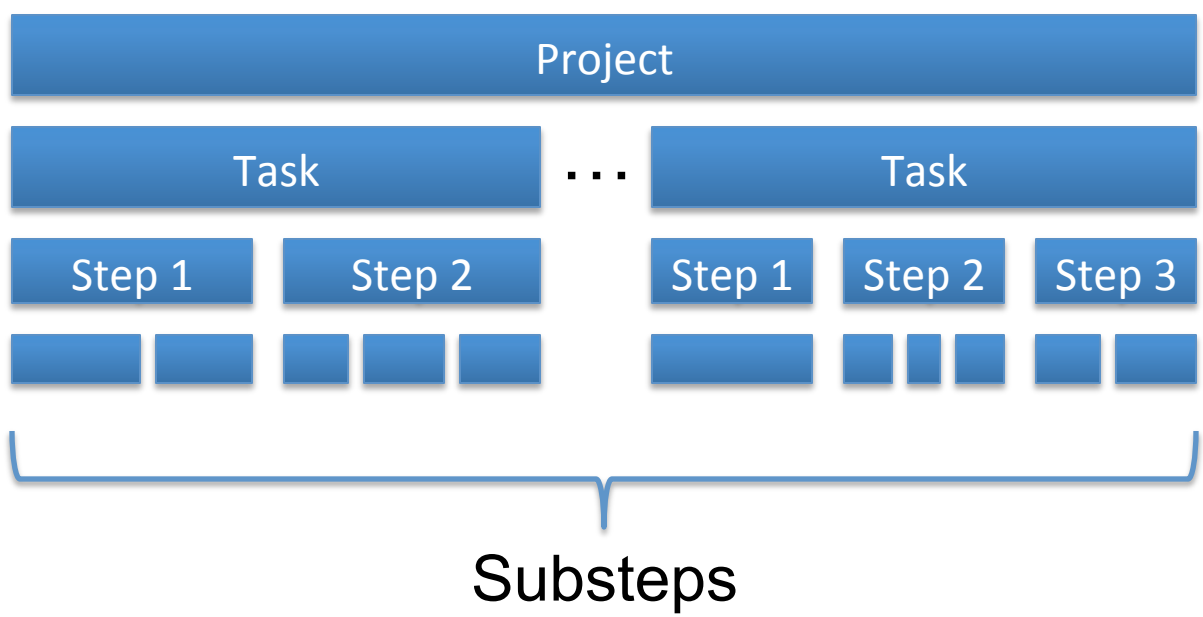
Task has several steps
Step has several substeps
Substep requires a single skill:
Ordering may be imposed among steps

Each worker:
• Set of skills, e.g., [2,3,7]
• Timezone and daily working hours, e.g., [9-17]

Theoretical Results
• STEP_FLEX - optimal
• STEP_INFLEX – optimal if steps are inflexible
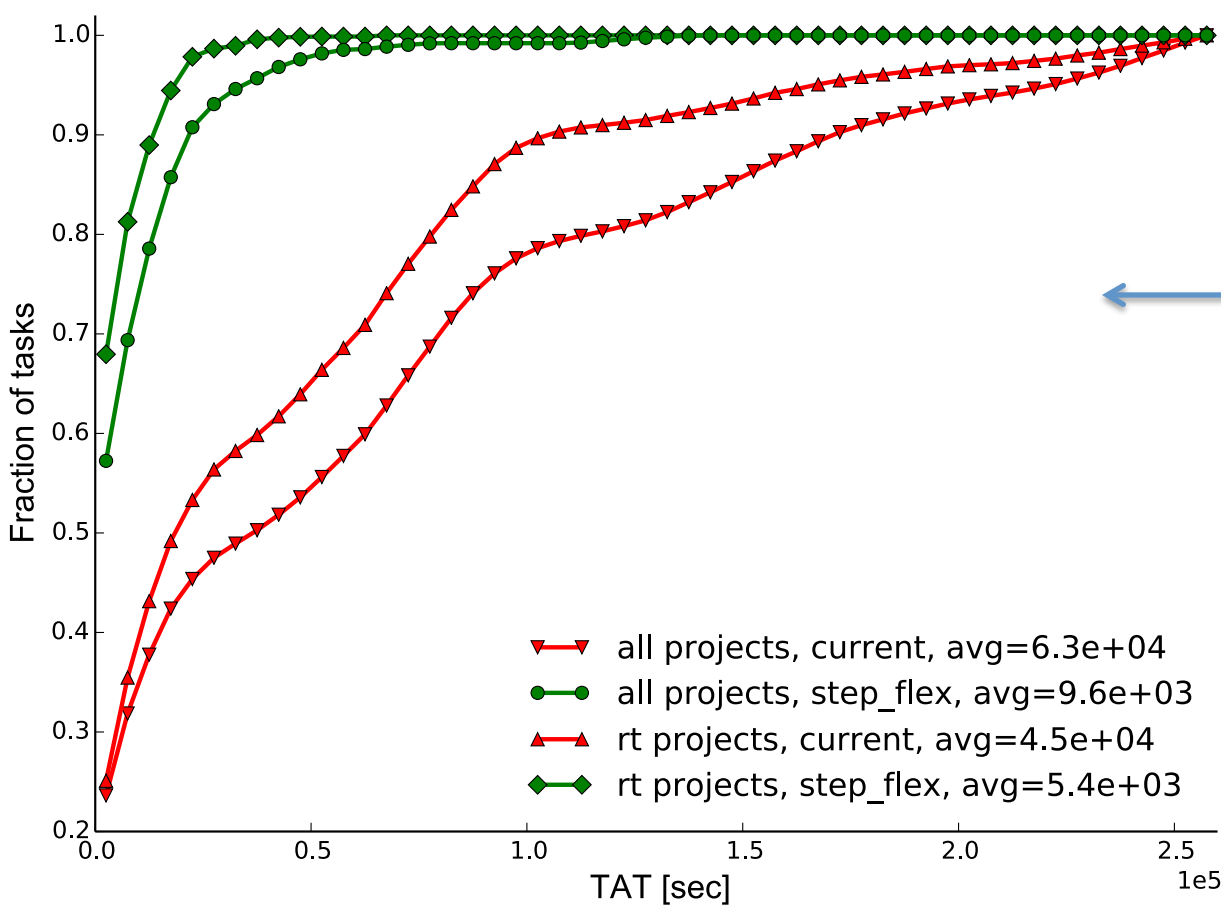
STEP_FLEX
For each <u>substep</u> find <u>workers</u>
• one subset - many workers
• one step - many workers

STEP_SEMIFLEX
For each <u>substep</u> find <u>a worker</u>
• one subset - one worker
• one step - many workers

STEP_INFLEX
For each <u>step</u> find <u>a worker</u>
• one substep - one worker
• one step - one worker

Real data (9.3M tasks). Improvements of STEP_FLEX upon current system:
• x6.5 for all projects
• x8 for real-time projects

all projects, current, avg=6.3e+04
all projects, step_flex, avg=9.6e+03
rt projects, current, avg=4.5e+04
rt projects, step_flex, avg=5.4e+03

Synthetic data. Flexible vs inflexible steps and substeps.