

Executive Case Study

Building a Reliable Nearshore Staffing Team for a Growing Décor Business

Executive Summary

A New York-based company serving commercial and retail customers in the seasonal décor industry needed a more cost-effective and reliable way to expand its workforce.

The company had previously worked with a staffing provider in the Philippines, but the experience did not meet expectations. Local hiring in New York offered access to talent but at a relatively high cost. The company needed a staffing solution that could provide quality talent while maintaining reliability, communication, and a strong connection to the business.

Equivity introduced an office-based nearshore staffing model with dedicated employees working from Equivity offices in Mexico. The engagement began with two full-time positions and expanded as the client gained confidence in the quality and consistency of the team.

Today, the client has five full-time Equivity team members, seasonal support during peak periods, and an ongoing recruiting relationship with Equivity for future staffing needs.

Engagement At a Glance

Category	Details
Industry	Seasonal Décor / Retail & Commercial Services
Equivity Service	Nearshore Staffing
Engagement Began	December 2024
Initial Team	2 full-time team members
Current Team	5 full-time team members + seasonal support
Initial Positions	Graphic Designer, Procurement Specialist
Additional Roles	Technical Designer, Data Entry Specialist, Social Media Specialist
Seasonal Support	Customer Service during peak season
Account Management	Ongoing check-ins and monthly staffing huddles
Total Hires/Candidates	10 across permanent, replacement, and seasonal positions

The Challenge

The client operates in New York, where local staffing costs can be relatively high. As the business continued to serve commercial, city, and online retail seasonal décor channels, it needed dependable personnel across multiple functions.

The company had already tried working with a staffing provider in the Philippines, but the results fell short of expectations. A lower-cost staffing option alone was not enough. The client needed confidence that employees would have the right skills, perform reliably, and become effective members of the broader organization.

The remote nature of offshore staffing was another concern. The client wanted greater visibility into where employees worked and reassurance that they would have a professional environment and the resources needed to succeed.

Why Equivity

The relationship began through a referral from an existing Equivity staffing client.

For the initial positions, Equivity presented multiple candidates, giving the client an opportunity to conduct interviews and evaluate the available talent before deciding. The client also visited an Equivity office and met final candidates in person. Seeing the workplace firsthand helped address concerns about a remote staffing arrangement and gave the client greater confidence in the people and environment behind the model.

The combination of candidate quality, competitive pricing, an office-based workforce, and the referral gave the client confidence to move forward with Equivity.

The Equivity Solution

The engagement began with two dedicated team members: a graphic designer and a procurement specialist.

Equivity supported the selection process by coordinating candidates and interviews and incorporating skills assessments into the hiring process. The graphic designer completed a design test focused on speed, efficiency, and quality. The procurement specialist

completed an assignment designed to evaluate problem-solving, organization, and the ability to work under a deadline.

Rather than working from home, the employees work from Equivity offices in Mexico. Equivity provides the workplace infrastructure, equipment, internet access, HR, payroll, and other support required for employees to perform their roles.

The client remains responsible for training employees in their specific functions, while Equivity provides staffing, workplace, and employee support throughout the engagement.

How the Partnership Works

Equivity employees are embedded within the client's organization and support different departments according to their roles.

Because the client operates in the Eastern Time Zone, employees begin their workday earlier in Mexico to create greater overlap with the client's schedule.

An Equivity account manager maintains regular communication with the employees and client managers, helping monitor workloads, performance, training, and employee experience. Communication takes place through email, phone calls, and one-on-one meetings, supplemented by monthly staffing huddles.

When challenges arise around communication, timeliness, or task prioritization, the account manager works with the appropriate parties to address the issue through coaching and recalibration.

This structure gives the client a dedicated workforce while providing an additional layer of support around the employee relationship.

Growth & Flexibility

As the client gained confidence in the quality and reliability of the Equivity team, its staffing needs expanded.

The original two-person team grew to five full-time employees covering:

- Graphic Design
- Procurement
- Technical Design
- Data Entry
- Social Media

Equivity has also provided seasonal customer service support during the client's busiest period and assisted with replacement hiring when employees have left.

The relationship has evolved beyond filling individual positions. As the Mexico-based workforce has grown, the client increasingly views the Equivity teams as an extension of its existing operations, effectively functioning as a satellite office alongside its other locations.

This broader model gives the client flexibility to add specialized talent, support seasonal demand, and replace positions while maintaining continuity within the existing staffing relationship.

Because Equivity already understands the client's roles, expectations, and working environment, the client can return to the same staffing relationship when new positions arise or business needs change.

The original graphic designer has remained with the client since the beginning of the engagement. The technical designer and social media specialist have also remained part of the current team. Across permanent, replacement, and seasonal roles, Equivity has supported 10 hires or candidates during the engagement.

Results

Since the partnership began, Equivity has:

- Expanded the dedicated team from 2 to 5 full-time employees.
- Added specialized roles as the client's workforce needs evolved.
- Provided seasonal customer service support during peak periods.
- Supported replacement hiring when positions became vacant.
- Supported 10 hires or candidates across permanent, replacement, and seasonal positions.
- Expanded the staffing footprint from the original Mexicali office to include Tijuana.
- Established an ongoing recruiting relationship with the client's HR Director and management team.
- Maintained direct engagement between the client's leadership and the Mexico-based team, including visits from functional leaders
- Become a recurring staffing resource for future positions and changing workforce needs.

The strength of the relationship is also reflected in the client's willingness to recommend Equivity externally. The company's CEO has referred Equivity to one of its largest vendors, providing a strong indication of the trust and confidence developed through the partnership.

Why the Partnership Works

Quality Talent

The client was able to review multiple candidates, interview finalists, and assess job-specific skills before making hiring decisions.

Office-Based Nearshore Support

Employees work from Equivity offices in Mexico, giving the client an alternative to fully remote staffing while providing employees with professional workplace infrastructure.

Flexible Capacity

The model accommodates permanent hiring, replacement needs, specialized roles, and seasonal demand as the business changes.

Ongoing Account Management

Regular communication and account management provide additional support for employees, managers, and the overall client relationship.

A Staffing Relationship That Scales

What began as a two-position engagement has developed into a five-person full-time team with seasonal support and an established recruiting resource for future workforce needs.

Key Takeaways

- Nearshore staffing can provide access to quality talent while offering a cost-effective alternative to high-cost local hiring.
- An office-based model can provide additional structure and visibility compared with fully remote staffing.
- Flexible staffing can accommodate permanent growth, replacement needs, and seasonal demand.
- An established staffing relationship can make future recruiting faster and easier.

Could This Model Work for Your Business?

Growing businesses need reliable talent, but adding capacity does not always require building every position internally.

Equivity provides dedicated nearshore staffing supported by office-based infrastructure, recruiting resources, and ongoing account management.

For this client, a two-person engagement evolved into a five-person full-time team with seasonal support, and an ongoing staffing relationship that continues to adapt as the business grows.

Contact Equivity to learn how a dedicated nearshore staffing team can support your organization's growth.