

# Case Study

## *Helping*

How Helping Enhanced Customer Service Finesse, Achieved 100% Retention, and Expanded Operations

Brought to you by:  
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PENBROTHERS

Humanizing Growth

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# Who is Helping?

Helping, top marketplace for household services, connects customers with trusted providers for tasks like cleaning, elderly care, and appliance repair. Since 2014, it has revolutionized the industry by offering a simple, transparent booking process.

Helping also makes it easy for service providers to find clients, creating new opportunities for cleaners, craftsmen, and more. It continues to grow, cementing its role as a leader in home services and caregiving across multiple regions.

The core services of Helping are:

- Cleaning Services
- Elderly Care
- Appliance Repair
- Handyman Services

Location

**Singapore**

Industry

**Household and Office Services**

Portfolio

**Over 1 million cleans in  
200+ cities**

Year Established

**2014**



# The Challenge

## Overcoming Customer Onboarding Issues and Enhancing Customer Service Finesse

- **Difficulty in Sourcing Quality Talent**

New customers preferred assisted onboarding with knowledgeable staff, but Helpling lacked eloquent communicators, leading to lower conversion rates.

- **Talent Skill Gap in Emerging Markets**

Candidates from other countries lacked the customer service finesse found in Filipino staff (*Aruga ng Pinoy*), limiting their ability to handle front-end support effectively.

- **Scalability and Admin Burden**

Helpling needed to quickly scale their team but faced difficulties managing the tedious administrative tasks that come with hiring offshore employees.





## The Solution

### Partner with a Strategic Offshore Staffing Expert for Service and Talent Growth

- **Comprehensive and Fast Talent Outsourcing and Expansion**

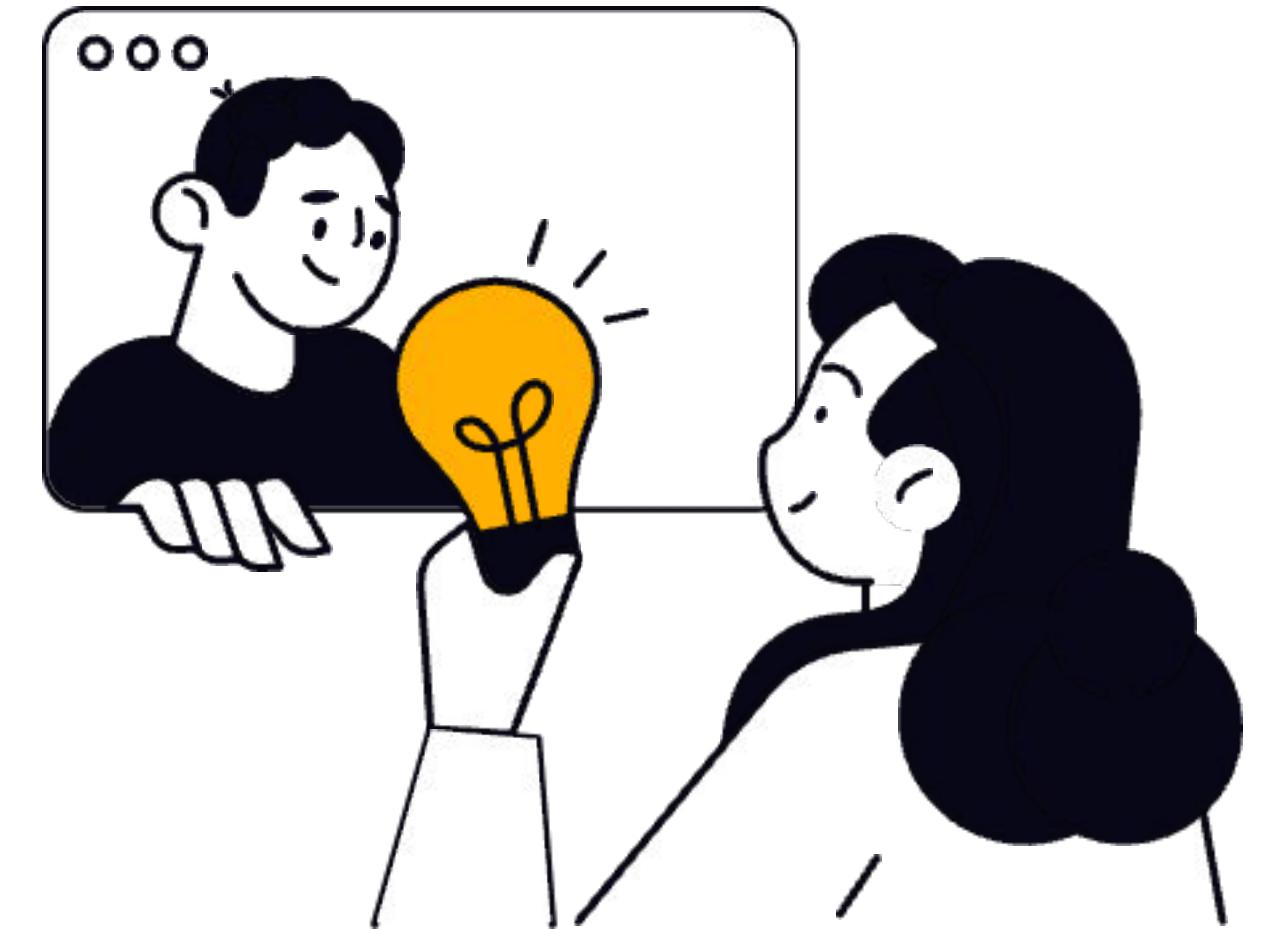
Penbrothers provided Helpling with fast access to skilled Filipino talent within 30 days, leveraging their renowned customer service finesse (*Aruga ng Pinoy*).

- **End-to-End Admin Management**

Penbrothers managed all offshore hiring admin tasks, including EOR services, allowing Helpling to focus on core activities.

- **Employee Success Through Hypercare**

Penbrothers provided ongoing feedback via 90-day **Hypercare framework**—a support system ensuring effective onboarding and integration—creating an environment for employees to thrive with enhanced performance.





## The Results

### Improved Talent Acquisition and 100% Retention Drive Helpling's Expansion to Germany

- **Improved Talent Acquisition Quality**

Helpling quickly hired quality talent, reducing inefficiencies and minimizing hiring risks, leading to a stronger team.

- **100% Employee Retention**

All outsourced employees retained for over a year, showing the success of Penbrothers' talent selection and Hypercare support.

- **Expansion to Germany**

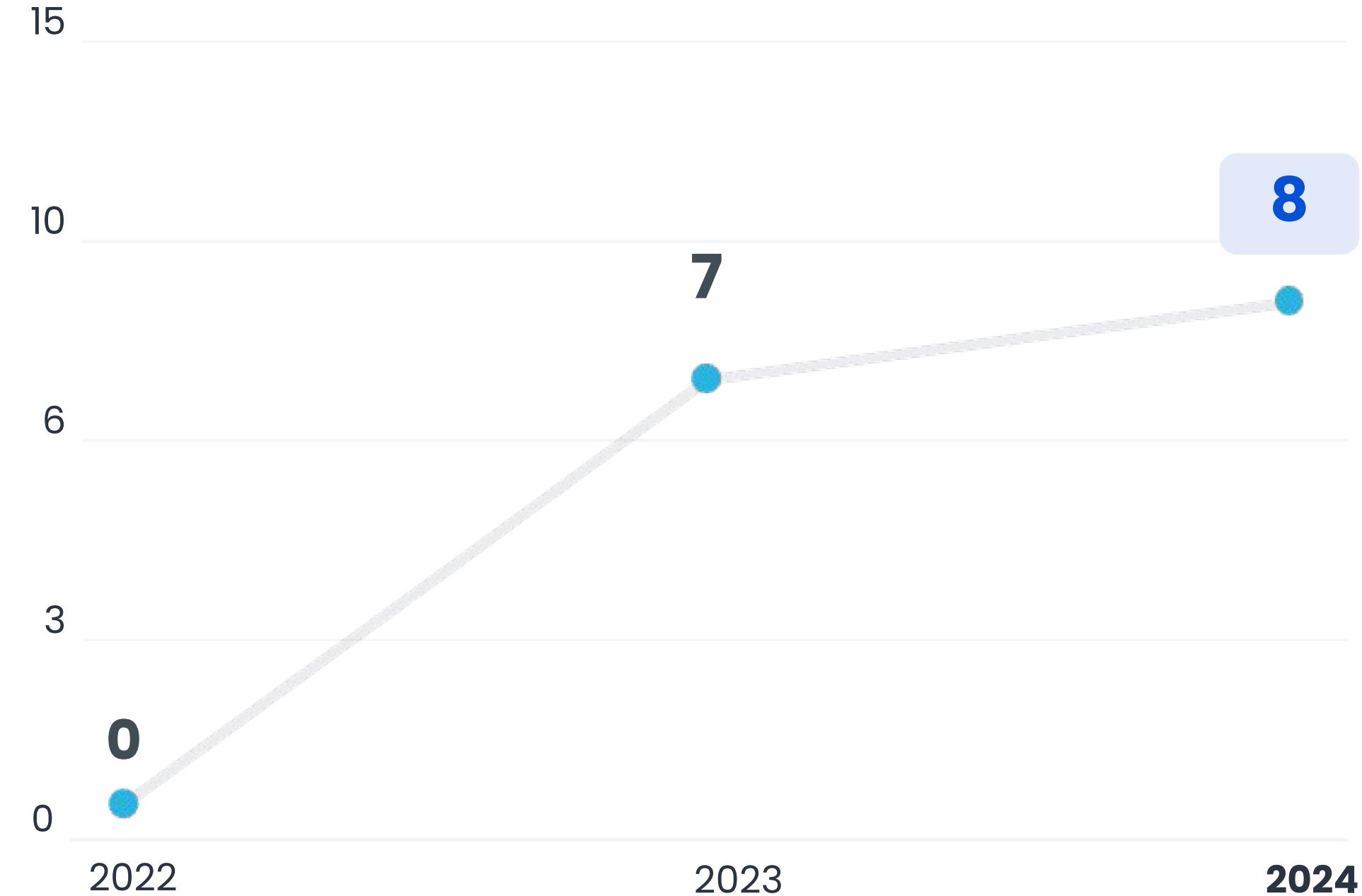
Success of Singapore team led Helpling's Germany HQ to expand collaboration with Penbrothers, resulting in additional hires.



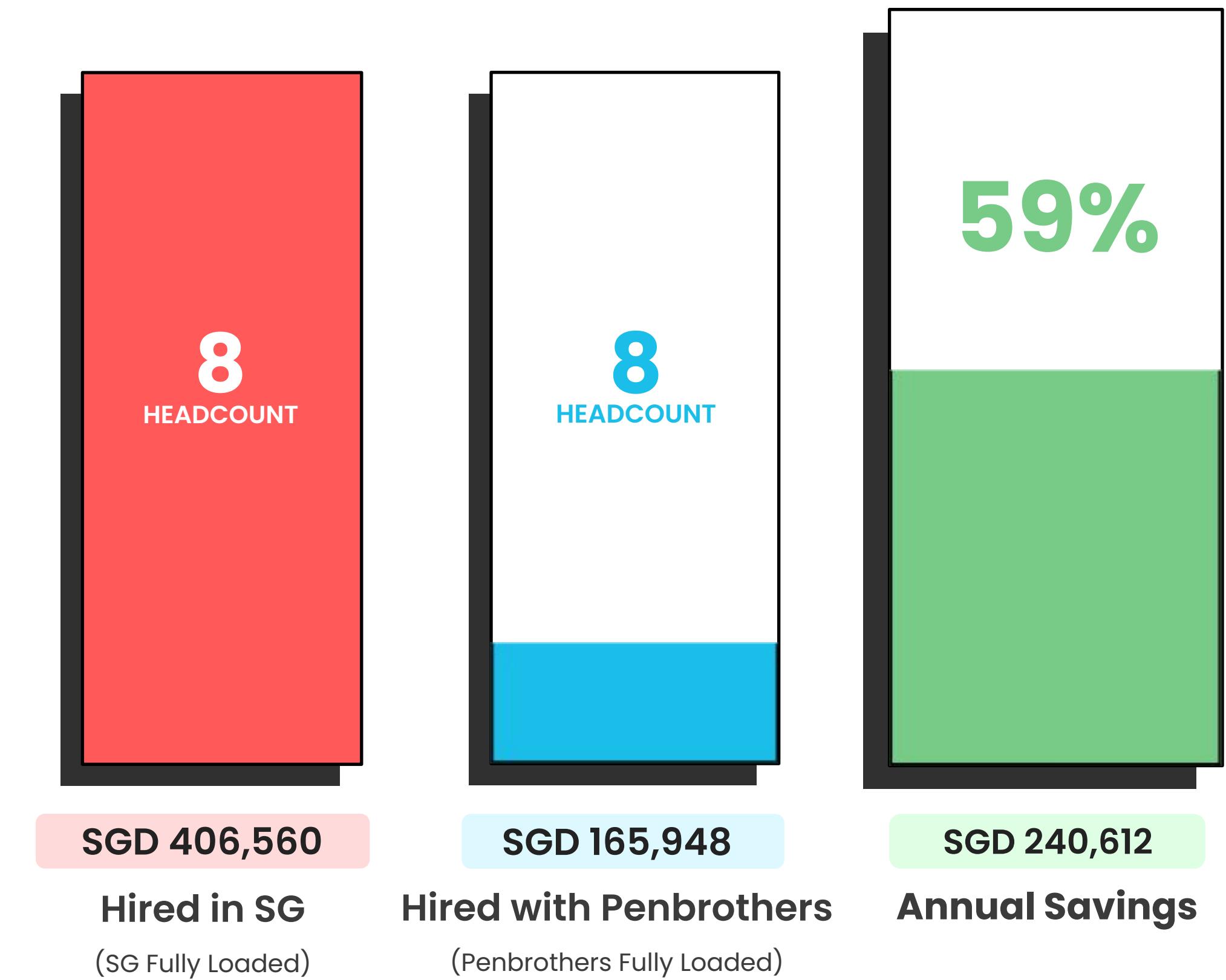


# The Analytics

## Headcount Growth



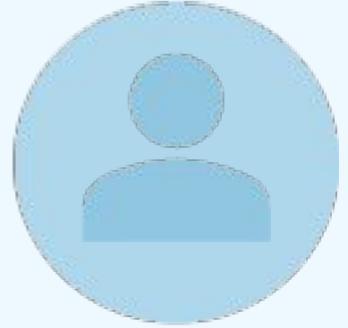
## 2024 Salary Cost Savings





## Testimonials

**"I'm so positively surprised by you guys supporting Helpling SG. Very professional, very fast, very efficient. It's been a pleasure to work with you in this hiring and onboarding session."**



**Christoph Jahn**

Chief of Operations, Helpling Germany

**"I wanted a reliable and hardworking team, and Penbrothers delivered. The remote work aspect also made it appealing to candidates."**



**Giampaolo Castro**

Category Lead, Helpling Singapore

# Grow Faster and Smarter.

Enhance team's performance and accelerate the growth of your company.

**Talk to Us**

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