

CASE STUDY

Talenteum.africa
1st Social Bridging Platform



FLYDESK



"I discovered an amazing pool of talents I never thought about before"

Jean-Baptiste Pimenta de Miranda
CEO & Founder



About

FLYDESK

The all-in-one solution for hybrid teams

The Hong Kong-based start-up was created in 2019.

FLYDESK is an Application software for remote team & shared office space management. They help companies create a hybrid work environment with an effective mix of office & remote work. After the pandemic, the majority of companies will shift towards hybrid work.

The 12 team members are located in



Switzerland



Spain



New-Zealand



Madagascar



Singapore



Hongkong



Cameroon



Vietnam



Pakistan



Download on the
App Store



GET IT ON
Google Play

FLYDESK WEBSITE



Why remote talents?

Some companies have been remote or hybrid ever since they were created. FLYDESK is a great example. "We offer solutions to remote and hybrid teams" explains Jean-Baptiste, "so it was a no-brainer for us to hire remote teams from the very beginning".

It's no secret remote and hybrid working are more popular than ever before, especially amongst the younger generations. Many start-ups and scale-ups need to be flexible in order to attract and retain talents. FLYDESK understood this well and adopted this strategy from the start.



"Having people from different backgrounds, speaking different languages is a huge advantage" testifies JB. In total, their team of 12 speaks no less than 7 languages. A real competitive advantage!

Jean-Baptiste continues with a more cost-related reason: "For example, not having fixed office spots to pay every month is cost-cutting". However, he insists that they don't hire their talents based on salary but based on their skills.

He adds: "Of course, the salary in Madagascar is not equal as in Singapour, but we like to remunerate our talents well compared to the respective local markets!".

"Having people from different backgrounds, speaking different languages is a huge advantage"



African talents is exactly what we needed

FLYDESK has 3 talents (25% of the company) based in Africa: 2 in Madagascar and 1 in Cameroon, all three through Talenteum. At Talenteum we were curious to understand what he likes most about African Talents.

"Africans have pretty similar work ethics as what I was used to: they're loyal, committed, honest and hard-working" justifies JB. The cultural proximity is one of the reasons why FLYDESK loves having African talents.



Africa also has another important asset: languages. Almost every Sub-Saharan African country speaks French and/or English. For a company with clients in many different countries, this represents a real advantage. They can perfectly communicate in English with the team and in both languages with potential customers.

Another big advantage for FLYDESK is that the continent has a very interesting timezone. Going from GMT+0 to GMT+4, Africa is a perfect fit for a company that mainly does business in Asia and Europe.



"Having remote talents was not easy in the beginning but today we found the right people and policy"

Jean-Baptiste Pimenta de Miranda
CEO & Founder

Remote & Hybrid: Flydesk's tips and tricks



Trust is key

Be transparent with your team and they'll be transparent with you. This will create a relationship of trust, which is crucial if you want to manage people working all around the world.



Have at least 3-4 hours overlap within teams

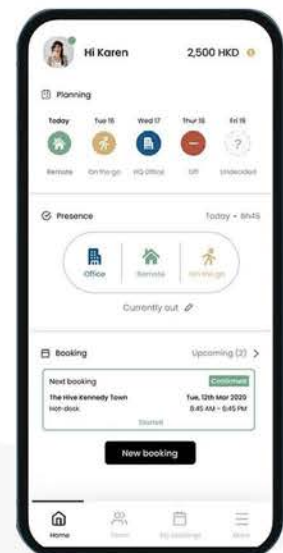
At FLYDESK, they try to have at least a few hours of overlap every day. Even though async is becoming very popular, JB strongly believes it is important for teams to talk to each other in real-time.



Have an app that helps to manage the teams

Of course, at FLYDESK they use their own app made for hybrid and remote teams. They are able to centralize holidays and even check in and out of work. Not to spy on their teams but to know when your colleague is available.

"With people in different timezones, it's difficult to keep track of who is working at a given moment and who is not. That's why our app indicates when your colleague is available" insists JB, "It's even a good way to make sure we don't disturb our colleagues while they are not working or on holidays".



Why recommend Talenteum?

Transparency - Flat rate pricing

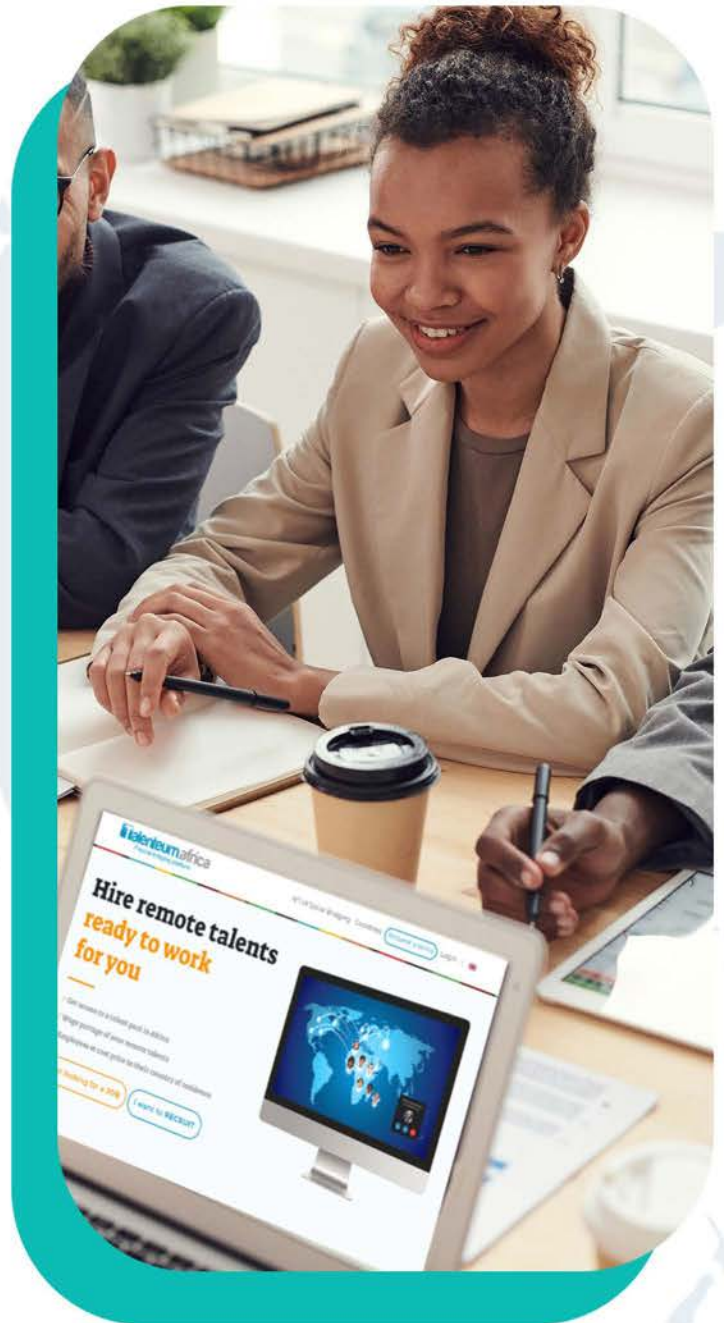
"What I like most about Talenteum is the transparency in pricing. Unlike many others, they have a flat rate and they share the exact salary of the employees" explains JB. He adds that he even has the freedom to give a pay raise to his employees without affecting Talenteum's fee. A real advantage for him to reward his team properly without hidden costs!

Diversity

Jean-Baptiste mentions that Talenteum has a very diverse and complete talent pool. Today FLYDESK has 2 developers (Madagascar) and 1 Sales Admin (Cameroon). FLYDESK knows that they can find the perfect talent no matter if they need a person in Marketing, Data Science or Customer Success.

World's largest untouched talent pool

"I discovered an amazing pool of talents I never thought about before" he admits. On top, JB reckons that the talent pool is almost untouched by international companies. However, FLYDESK and Talenteum both believe that Africa has a huge potential!



VISIT TALETEUM.COM

