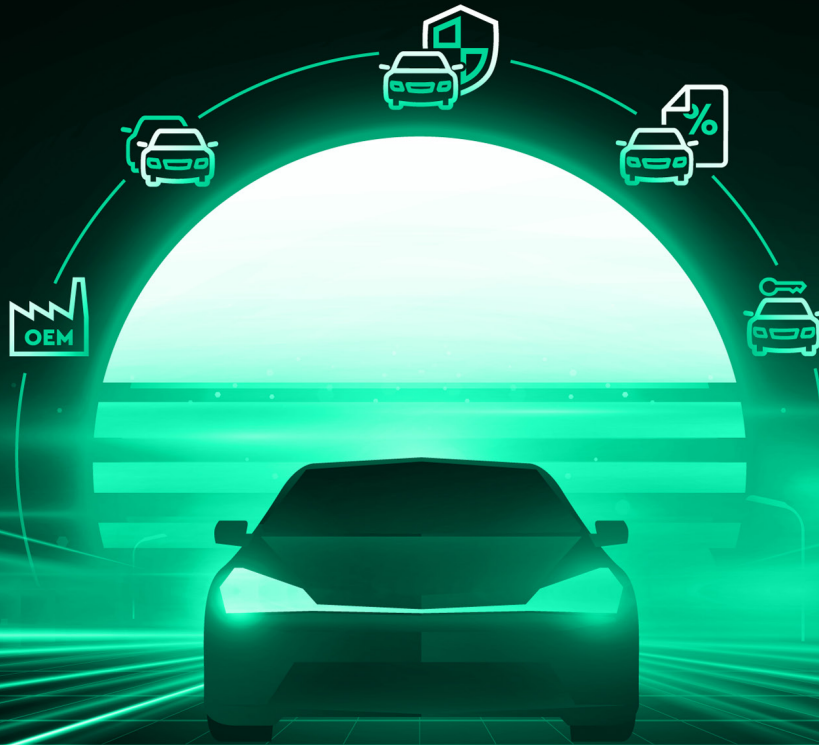# DISRUPTING THE AUTOMOBILE INDUSTRY

Adding flexibility and control to Fixico's development track with dedicated remote teams that ensure impeccable code quality and a cohesive organisational culture-fit.

Client story

ABOUT FIXICO

Fixico is revolutionizing the automobile repair industry with its state-of-the-art platform that connects demand and supply in the automobile damage repair field in an innovative way. The Fixico application provides private vehicle owners and business partners a space to find a suitable repair company while reducing time and repair costs. Fixico was founded in 2014 and operates across a network of over 2,500 body repair shops throughout nine countries. They are headquartered in the Netherlands with over 70 employees spread globally.

THE NEW WAY TO HANDLE CAR DAMAGE REPAIR

FIXICO
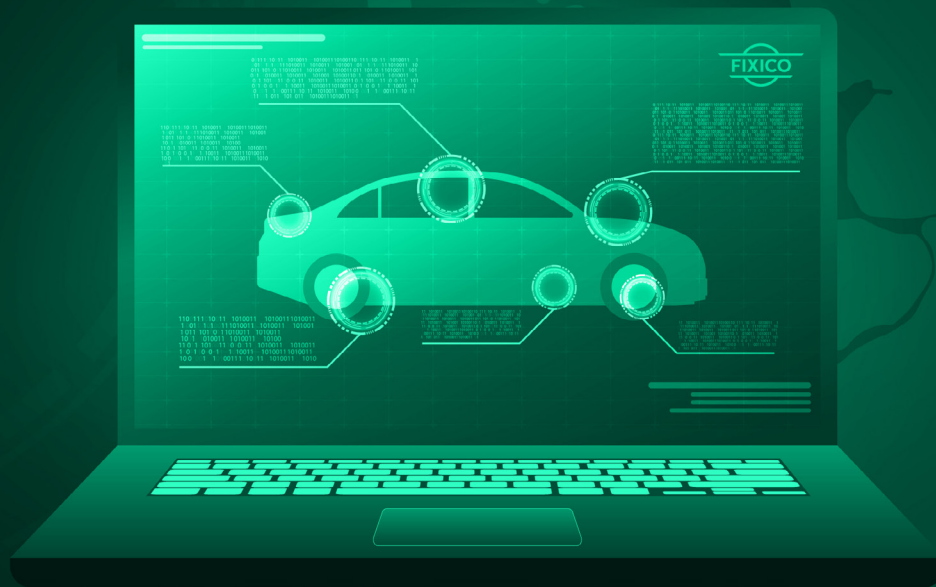
THE CHALLENGE

Finding the right fit when it comes to choosing your remote team facilitator is crucial. This is because the future of your operations and product roadmap directly depends on the efficiency and effectiveness of the teams and the partners that support your product from the get-go. This is also one of the root causes for many companies to view remote teams and the outsourcing model with caution.

For Fixico, in order to scale their operations exponentially as their business requirements grew, they required a unique solution that went beyond the traditional outsourcing model of scaling. To keep their code quality and culture intact, Fixico was looking for a partner who was able to offer them a scalable dedicated team solution without the usual drawbacks brought about by talent outsourcing such as;

LOSS OF CONTROL

A traditional outsourcing partner may reserve all the rights to the way an outsourced team operates down to the core business and technical deliverables. While this may be good in reducing the company's many headaches of moving into a new location, it may not be as great when you receive subpar performance and deliverables that don't meet the required levels of SLA and timelines.

As a tech leader, losing control of your own development track coupled with project execution instability and lack of responsibility can be quite an inconvenience. This type of hands-off outsourced development team model, therefore, may not be the ideal solution for many innovative and engaging tech leaders of today.

LOW COST – LOW QUALITY DILEMMA

The age-old debate of cost vs quality is another dilemma many companies face when deciding to go in for the outsourcing option. It may look attractive at first, however, once the development cycle progresses, experiences in poor code quality can become a major drawback to your project timelines. Low code quality may not just be a result of poor skills. It could also stem from cultural,

language and time zone discrepancies which can lead to miscommunications and misinterpretations of the project objective and requirements.

Having a team that sits miles away, with unclear visibility from both the client and teams' end can lead to disastrous results.

POOR INTEGRATION AND ALIGNMENT WITH THE BUSINESS DIRECTION

Any company thrives on the synergy of its people. Teams in the tech realm specifically tend to perform better when they have clear direction and responsibilities. A remote team without insights into a company's vision, goals and culture are easily regarded as outsiders.

This can lead to a number of challenges such as poor communication between internal and remote teams, idea mismatches and overall unsatisfactory performance.

A prolonged misalignment in ideas leads to the overall objective not being achieved thereby causing irreversible issues in the long run that the company could have easily prevented with proper due diligence, market research and plenty of references to benchmark the ideal service provider fit.
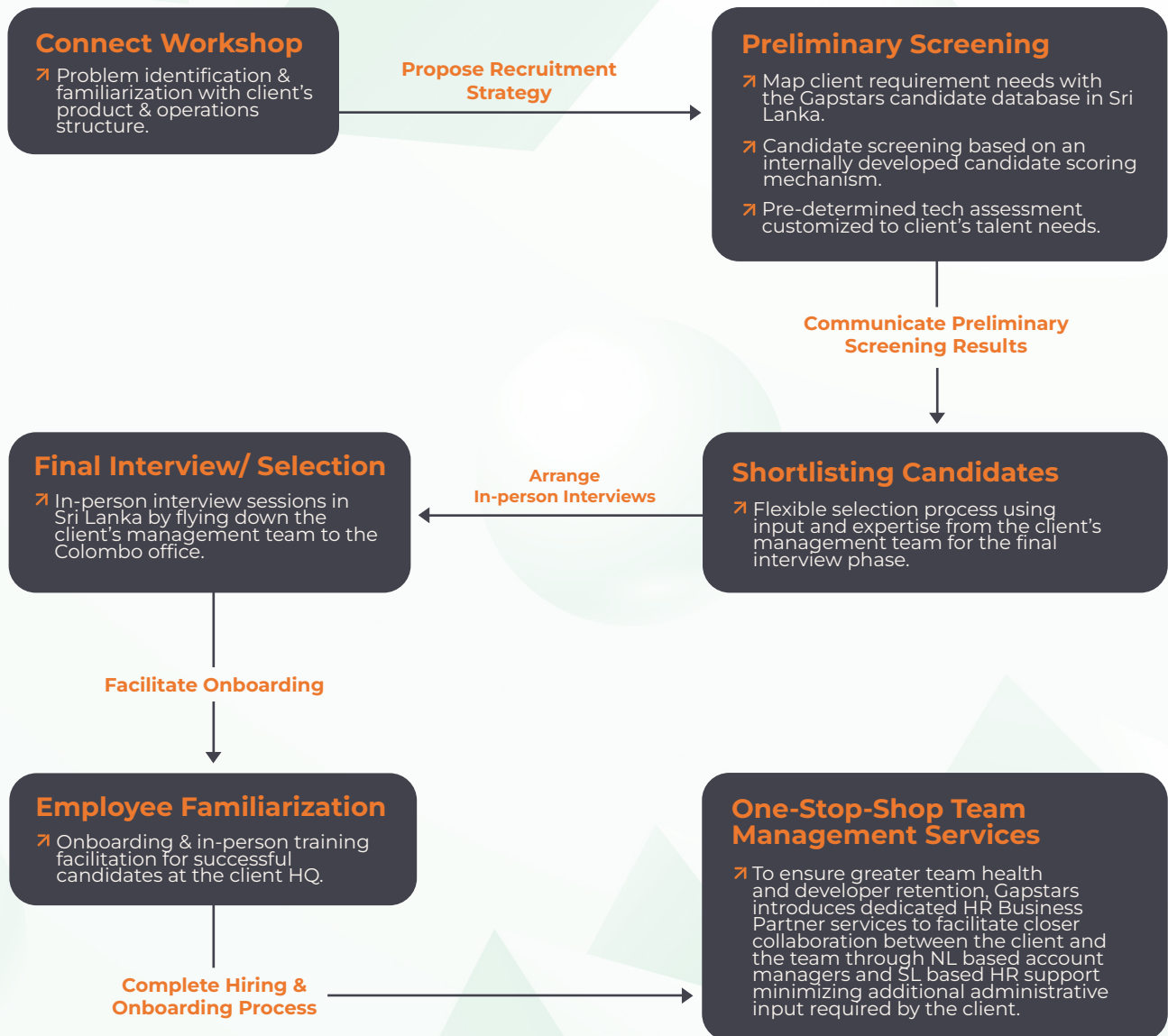
In the case of Fixico,
this is where Gapstars came in.

THE SOLUTION

The Gapstars recruitment strategy is customized to align with the needs of the client.

How we go about creating the right talent mix for your company:

Within two months, Fixico established their own dedicated extended development team in Sri Lanka. They were relieved from the hassles of moving into a new country and all operational activities such as housing the team, providing hardware, dedicated HR business partnering, and account management, payroll, and general administrative support as a result of their partnership with Gapstars.

Connect Workshop
↗ Problem identification & familiarization with client's product & operations structure.

Propose Recruitment Strategy

Preliminary Screening
↗ Map client requirement needs with the Gapstars candidate database in Sri Lanka.

↗ Candidate screening based on an internally developed candidate scoring mechanism.

↗ Pre-determined tech assessment customized to client's talent needs.

Communicate Preliminary Screening Results

Final Interview/ Selection
↗ In-person interview sessions in Sri Lanka by flying down the client's management team to the Colombo office.

Arrange In-person Interviews

Shortlisting Candidates
↗ Flexible selection process using input and expertise from the client's management team for the final interview phase.

Facilitate Onboarding

Employee Familiarization
↗ Onboarding & in-person training facilitation for successful candidates at the client HQ.

Complete Hiring & Onboarding Process

One-Stop-Shop Team Management Services
↗ To ensure greater team health and developer retention, Gapstars introduces dedicated HR Business Partner services to facilitate closer collaboration between the client and the team through NL based account managers and SL based HR support minimizing additional administrative input required by the client.

THE RESULTS

As a remote team facilitator power-house, Gapstars' model is centered around 5 key pillars of success.

Gapstars provided an end-to-end solution for Fixico's scaling needs by supporting all aspects of recruitment, onboarding, training & development as well as general administration.

Fixico's partnership with Gapstars not only focused on access to remote talent using flexible curated approaches but also building sustainable team relationships across two regions;

Gapstars Extended Team Model

Speed of Delivery to Scale ↗

Untapped Tech Talent Pool ↗

Skilled Developers ↗

Cost Optimization ↗

Efficient Administration & Operational Support ↗

FLEXIBLE CLIENT-CENTRIC RECRUITMENT PROCESS

Adding that much-needed control factor to Fixico's remote tech team-building exercise, the "Gapstars way" ensures to continuously keep the Fixico management very much involved from start to the end of the recruitment process and beyond. With customized recruitment where Fixico can select and vet their preferred candidates to dedicated HR and account management partners, Gapstars ensures that Fixico's needs are always facilitated.

Our approach brings the cultural fit and personality assessment that Fixico can carry out to choose candidates they are confident will uphold Fixico's organizational culture and way of working. Following this model, Fixico has successfully established their very own dedicated remote team in Sri Lanka within a short period, with the expertise and skills they require to further scale their product offerings.

SCALABLE DEDICATED TEAMS MANAGED BY FIXICO

A major concern Fixico stated as detrimental to their decision to move into offshore teams was the lack of visibility to the development pipeline. Gapstars' solution was simple. As a partner, you get to manage and decide your team's direction. Our model is designed to give our partners full control of their dedicated teams based in Sri Lanka. This means the technical roadmap, SLA development and overall management of the team from a development perspective is entirely handled by Fixico.

Gapstars on the other hand will ensure the wellbeing of the team is being taken care of through services such as career development, administration, finance, HR, and operational aspects of hosting the team in Sri Lanka.

The Gapstars recruitment model is highly scalable. This was evident in Fixico's rapid scale-up with Gapstars through the Covid-19 pandemic whereas many companies were on the other end of the spectrum regarding access to talent and remote recruitment. With convenient access to our local tech talent pool comprising a variety of tech skills, and a streamlined recruitment process that withstood the pandemic challenges, Fixico has managed to grow in terms of talent and skills over the past two years.

From 3 developers in 2019 Fixico has managed to diversify and grow their team an annual average growth rate of almost 80%. Their expertise now includes a mix of front-end, back-end, and QA.

QUALITY OVER QUANTITY APPROACH

Our in-house experts have proven over and over again their skills, professionalism, and technical expertise and, in the case of Fixico, it was no different. Within a short period of a year, the team of 3 senior developers has grown exponentially. The main contributor to this was the build-up of trust between Fixico management and the Sri Lankan team. Through expert code quality, senior experience, and transparent communication, the Gapstars Fixico team continues to thrive.

In 2024,
the Gapstars Fixico team in Sri Lanka has expanded to 24 engineers, including quality assurance specialists, damage repair experts, and engineers. This diverse team contributes to Fixico's Intelligence, Partner Engagement, Repair Shop Engagement, and various Platform teams.

The Sri Lankan team's responsibilities have significantly increased. Three of Fixico's team leads are now based in Sri Lanka, overseeing development across Fixico's product range. These leaders manage both junior Sri Lankan and Dutch developers, actively participating in strategic decision-making, product improvement, engineering, and R&D initiatives at Fixico.

Building trust via seamless communication was key to building transparency with Fixico. Especially while navigating through the Covid-19 pandemic. Our teams were efficient in their communication and remote leadership. Best practices include regular online team building exercise, breakfast meetings with the Netherlands and Sri Lankan teams to build comradery with the two locations as well as bi-weekly leadership meetings to align on strategy.

This is a major achievement for the Gapstars Fixico team in breaking offshore stereotypes. Fixico now views its offshore team as not merely a team of coders but also as leaders and potential decision-makers.

WHAT OUR CLIENTS THINK

> "Gapstars has allowed us to scale our product, while increasing our business resilience"
>
> **Mujib Azizi**
> CTO

WHAT OUR EMPLOYEES THINK

> "At Fixico, you truly embrace your passion for engineering. Fixico has provided me with a platform to learn, constantly evolve, apply engineering concepts and be a better engineer. Ideas are heard at Fixico"
>
> **Pasindu Premaratne**
> Associate Technical Lead @ Fixico

ABOUT GAPSTARS

Gapstars is on the road to becoming one of the industry leaders and an agile software development powerhouse in Europe with the support and expertise of 250+ developers based in Sri Lanka & Portugal. Harnessing the talent and IT capabilities on this South Asian island, Gapstars introduces a unique extended team model bringing an innovative twist to the long-standing IT outsourcing industry.

By creating an equal level playing field, Gapstars showcases the beauty and brains of Sri Lanka and empowers European tech companies to grow and be successful with software built by their developers in Sri Lanka.

WANT TO KNOW WHAT WE CAN DO FOR YOU?

Visit **gapstars.net** or reach out to us via **contact@gapstars.net** for more information.

GAPSTARS