



NIMDZI INSIGHTS CASE STUDY

**NIMDZI UPSWING PROGRAM
HELPS COMPANY DOUBLE
ITS REVENUE**

Case Study:

Nimdzi Upswing Program Helps Company Double its Revenue

About the client

After 17 years in the translation business, a Latin American language service provider based in Argentina (hereafter called “Company” to maintain anonymity”) had found itself doing what it had been from the beginning: working exclusively with MLVs, selling Spanish, Portuguese, and indigenous language translations, and aiming to increase revenue by the end of the year. The Company had steadily grown at an average of 5-7% annually while maintaining its original spirit and vision. After 17 years, they were ready for something bigger.

The Company felt that it had reached a certain level of maturity and was looking for a way it could grow. Having previously known Nimdzi team members and their success stories with other businesses, the Company’s Managing Director made the decision to set aside budget for the Nimdzi Upswing program to officialize the consulting initiative and properly train members of her team.

The challenges

The Managing Director was looking for someone with **an objective point of view to run an analysis of the business model** – of the staff, the office, the processes – and to evaluate what seemed to be working and what might be modified. Were they being efficient? What were they not seeing? How were they perceived by other players in the industry? What was their competitive edge, and how could they take advantage of it? Aside from valuable insight and a panoramic analysis of the Company’s place in the industry, the Managing Director was looking for confidence from the Upswing Program to make and stand by her decisions.

Delivery

Nimdzi successfully identified the Company’s hidden forte – a unique service, which, in this case, involved recruitment – and provided consultation on how the company could capitalize on it. Nimdzi identified the company’s unique areas of growth and provided insight into the potential.

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When asked how much they would like to grow in a year, the Company shot for what they considered to be high and answered 20%.

99 Nimdzi identified that the company could grow by 100% percent and that they had the potential to double their revenue without doubling headcount. 99

Nimdzi also identified that there were roles that needed to be filled in order to reach the goal of doubling annual revenue. Following the Upswing Program's counseling, the Company filled several roles, as suggested in the analysis.

99 The results were outstanding. The Upswing Program took place in January 2019. By July 31, 2019, seven months later, the Company's revenue totaled its revenue in 2018. 99

Meanwhile, all members of the team had access to Nimdzi's research – freely available online, as well as to the content reserved for Nimdzi members.

The owners of the company, shocked by the fact that they made in seven months what they had made in all of 2018, were also impressed with the new shift in mentality. After the Nimdzi Upswing Program, the Managing Director felt empowered to confidently make decisions. Following the sessions, she and her team called a management meeting in which they discussed the takeaways from the program and how they would continue implementing the insight they received.

The numbers reflect the success.



If you would like more information about the Company, please contact info@nimdzi.com