



CASE STUDY

Empowering a U.S.-Based University with Scalable Operational Support and a Trusted Offshore Team

Client Snapshot

This case study features Hawai'i Pacific University, a respected private university that serves thousands of undergraduate and graduate students both locally and internationally. The institution was facing growing operational pressures in student services and finance and needed a cost-effective, secure, and culturally aligned staffing solution.

To address these challenges, the university partnered with Connex to **build a long-term offshore team strategy focused on performance, flexibility, and retention.**

The Challenge

- **Staffing Shortages:** The university's accounting, financial aid, and admissions departments had difficulties attracting and retaining talent for integral team roles.
- **Operational Backlogs:** Processes such as bank reconciliations and financial aid inquiries were falling behind, leading to reporting delays and increased pressure on remaining staff.
- **Security & Privacy Concerns:** Because of the sensitivity of financial and student data, the university was initially cautious about introducing offshore team members into their operations.
- **IT & Onboarding Gaps:** The university needed to develop a streamlined IT provisioning process in order to promote productivity and smooth integration for new hires.

How Connex Helped

Custom Recruiting & Fast Turnaround

- Connex collaborated closely with the university to identify specific needs and recruited candidates tailored to each role and cultural environment.
- The team filled urgent positions such as Customer Support Specialists in as few as three days, ensuring minimal disruption to operations.
- Connex emphasized long-term retention by ensuring strong role alignment and a values-based approach to candidate matching.

Hybrid Team Model

- Initial hires were onboarded on-site in the Connext Philippines location to build strong relationships and a shared understanding of workflows and expectations.
- After the initial pilot period, the university developed a flexible combination of on-site, remote, and hybrid roles allows the university to remain agile while maintaining team cohesion and communication.

Operational Continuity & Onboarding Support

- Connext and the University leadership developed custom onboarding checklists that guided new hires through technology setup, process training, and compliance protocols.
- Dedicated account managers work hand-in-hand with the university's IT and HR teams to resolve access issues and ensure new staff became productive quickly.

Engagement & Retention

- The Operations Manager for HPU, ran regular team check-ins, on-site visits, and engaging team-building activities helped foster a sense of inclusion and commitment among the offshore team.
- A consistent feedback loop between Connext and university leadership allows for ongoing performance tuning and role optimization.

The Results

- **Reduced Delays:** With key roles filled and trained, the university was able to clear financial and admissions backlogs that had previously hampered operations.
- **Cost Considerations:** By leveraging offshore staffing, the university has the opportunity to manage labor costs while increasing service quality.
- **Team Retention:** Offshore team members reported high levels of satisfaction and a strong sense of purpose, contributing to excellent retention and continuity.
- **Model Expansion:** Encouraged by the initial success, additional departments began adopting the Connext model to support areas such as graduate admissions and student services.

Conclusion

By partnering with Connext, the university **achieved measurable improvements in staffing, contained cost, and operational performance**. This partnership—grounded in trust and strategic support—continues to expand as new departments explore offshore solutions to meet institutional goals while prioritizing student experience.

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