

Behind the Scenes: Enabling a Property Platform's Visual Transformation Through Strategic BPO

The Client

The Client is a prominent online apartment listing platform headquartered in San Francisco, California. A subsidiary of a major Texas-based property management software company, the platform operated on a "pay-per-qualified-lead" business model, ensuring property managers only pay when prospective renters contact them through the website. This innovative approach has positioned the company as a significant player in the competitive digital rental marketplace.

The platform serves millions of apartment seekers nationwide by providing comprehensive property listings with detailed amenities, pricing information, neighbourhood insights, and high-quality visual content. With an emphasis on user experience, the website relied heavily on high-resolution property images and virtual tours to showcase available properties effectively, driving qualified leads to property managers while offering a valuable, free service to renters searching for their ideal home.

The Challenge

The Client was preparing to launch an enhanced platform that required high-resolution property images to improve user experience and conversion rates. With an aggressive timeline for the new product launch, the Client faced significant hurdles in sourcing, processing, and uploading thousands of high-resolution images across their extensive property database.

Internal resources were already stretched thin, given that they had to locate sufficient high-quality images for their vast inventory of listings. Many available images required professional enhancement through Photoshop to meet quality standards, adding another layer of complexity to the process. The technical expertise and time required for image editing further complicated the project scope. The situation demanded a rapid, scalable solution to support their transition without delaying the critical product launch.

The Solution

Optteamix executed this project by combining technical expertise, flexible commercial terms, and robust governance to address the Client's urgent need for high-resolution image management. Our approach balanced speed, quality, and cost-effectiveness while seamlessly integrating with the Client's existing workflows.

- **Strategic Engagement & Transition**

- A senior Optteamix leader travelled to the Client's San Francisco office to oversee the transition process
- Established direct collaboration with the Client team to understand requirements and develop tailored workflows
- Facilitated hands-on knowledge transfer to ensure a smooth transition to the offshore team in India

- **Engagement Model**
 - Implemented hybrid pricing structure: fixed fee contract with transactional pricing coupled with delivery-based payments
 - Aligned financial incentives with performance outcomes while maintaining cost predictability
 - Created flexibility to scale resources based on fluctuating volume requirements
- **Rapid Implementation**
 - Assembled and trained a specialized delivery team in India within two weeks of engagement
 - Leveraged Optteamix's rigorous transition methodology to expedite knowledge transfer
 - Delivered the first batch of enhanced images on schedule to support the product launch timeline
- **Technical Approach**
 - Employed skilled graphic designers with Photoshop expertise to enhance image resolution and quality
 - Applied Agile project management principles to maintain delivery momentum while adapting to changing requirements
 - Successfully processed approximately 50,000 images monthly to meet the Client's extensive portfolio needs
- **Governance Structure**
 - Established multi-tiered communication framework for transparency and accountability
 - Conducted daily stand-ups and provided weekly status reports with output metrics and quality levels, along with bi-weekly reviews to evaluate overall performance
 - Created dedicated communication channels for urgent issues requiring immediate attention

Value Delivered

Our partnership with the Client delivered significant business impact through efficient execution and high-quality deliverables. The engagement generated multiple layers of value beyond the initial project requirements.

- **Cost-Effective Implementation**
 - The hybrid engagement model significantly reduced the Client's operational costs while maintaining quality standards
 - Achieved optimal balance between fixed costs and variable pricing, delivering budget predictability with performance-based incentives
- **Exceeded Performance Metrics**
 - Surpassed the Client's required replacement ratio for high-resolution images
 - Maintained exceptional quality standards, with over 95% of images accepted on the first submission

- **Accelerated Time-to-Market**
 - Rapid image processing and deployment directly contributed to the on-time product launch
 - Freed Client's internal resources to focus on core development activities
 - Eliminated potential delays in go-to-market strategy, preserving revenue opportunities
- **Seamless Operational Integration**
 - Achieved zero-escalation transition with no disruption to the Client's existing workflows
 - Maintained perfect delivery schedule adherence throughout the engagement
 - Established scalable process foundation for ongoing image management needs

About Optteamix

Optteamix is an AI-powered technology services company specializing in AI, Application Development, Robotic Process Automation (RPA), DevOps, Enterprise Mobility, Test Automation, and Global Capability Center (GCC) operations. Guided by our higher purpose—**“Simplifying Success”**—we deliver transformative solutions that help organizations scale efficiently and thrive. Headquartered in Denver, Colorado, we operate a wholly owned delivery center in Bengaluru, India.