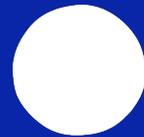HEADSPACE®

HOW HEADSPACE BUILT INTERNAL TOOLS AND OPTIMIZED CUSTOMER EXPERIENCE WITH ANDELA

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PARTNER OVERVIEW

Headspace is a personal meditation guide that helps users achieve healthier, happier, more well-rested lives with less stress, fewer distractions, better focus, and enhanced compassion through guided meditation and mindfulness practices.

Health & Wellness SaaS

250-300

Go, React, Swift for iOS, PHP, Java

THE CHALLENGE

Headspace is committed to delighting users with their app and customer engagement. When their user base began to scale, the Customer Experience team anticipated a spike in support requests. They knew they needed to build out processes and tools to enable agents to complete more inbound tickets in the same time frame. Clarissa Negrete came on as Product Manager to lead CX growth, but she lacked engineers to help hit her goals. "Our engineering team has always been lean. We needed to augment a very small team who was working on really ambitious goals."

In need of a senior developer to begin contributing immediately, but lacking a recruitment team to refine their hiring process, Headspace turned to

Andela and partnered with their first distributed developer, Samora Dake, based in Ghana. Samora excelled in his role, taking the lead on Headspace's CMS development and even winning an internal hackathon.

Clarissa recalls, "For a while, it was just me and Samora working on a tool for the CX team and a website Help Center." As her role expanded beyond CX to cover all Internal Tools, the company hired a CTO who developed an engineering management structure ready for an expanded team. Up against budget and schedule constraints, along with a tough California job market, Headspace turned to Andela's trusted and ready talent pipeline to scale their team.

Andela

THE SOLUTION

With Andela's streamlined hiring, training, and onboarding, Headspace brought on four more Andelans: two to help with the CX tool, one for the website, and a fourth for CMS work. "They all report to Samora. He has 1:1s with all of them. Now instead of working project-by-project, we're a team of two internal Headspace engineers and the rest Andelans."

Fluid integration and communication were high priority for Clarissa. "Andela engineers are extremely easy to work with - they brighten my day! I've never worked with such pleasant, happy, eager to learn and please engineers, ever." Unlike previous remote experiences that felt disconnected and transactional, Andela engineers are team members. "They attend our lunch meetings, our all-hands. They're just like

FTEs who are remote, and that's not a feeling I've ever had working with other outsourced engineers."

This team cohesion and positive attitude is crucial when developers are performing demanding, foundational work. "They may not be working on the flashy, sexiest things, but this infrastructure and foundational work that they are doing is so important for our company."

Andelans are also ramping up quickly on older, more difficult coding languages. "In a normal hiring process, when an engineer doesn't know the language, we wouldn't consider them. The Andela relationship is different—they have support within Andela. The Andela developers have been really good about

jumping in and learning a brand-new language so they can contribute."

As Headspace moves into offering its services directly to companies, it has doubled its corporate clients since 2018. Their 5 Andela developers are powering the company's ability to deliver incredible customer experience to this growing client base, along with contributing to the mission of bringing mindfulness to individuals and workplaces across the world.

"Andela helps developers grow and learn with their partners. Providing that opportunity for them—everyone wins. It may serve them in their next role, and it helps us in the immediate future."

-Clarissa Negrete

Product Manager for Internal Tools, Headspace

Andela