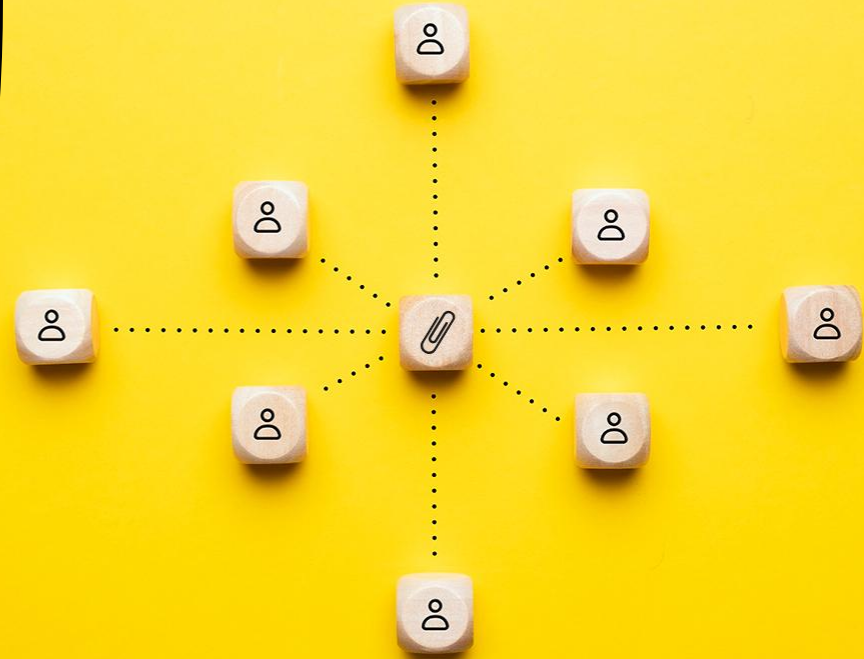# THE SCALERS

4 modern strategies to retain your offshore developers

Introduction

One of the primary reasons why businesses are considering hiring offshore developers and building distributed teams is the acute talent shortage.

By going offshore, **organisations can access massive talent pools** and reduce their operational costs, without compromising on quality.

Hiring and retaining your **offshore developers** for the long term is complex. Here are four strategies that businesses can implement when working with distributed teams.

1. Build a meticulous recruitment process

To retain good employees, a company must first **hire the right employees**. This is where offshore development companies come into picture. They:

- Hire the right offshore developers and instill in them the unique DNA of your organisation.

- **Implement a recruitment process** that includes skill tests, personality tests, and HR discussions.

Small measures like this can go a long way to retaining your offshore employees.

Source: Dev Skiller

The global employee turnover rate in the tech industry is **13.2%**

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2. Offer unique incentives

Retaining offshore developers can be extremely challenging if there are no perks attached to the job offer. The key lies in **providing unique perks** that your competitor does not offer. Incentives can help in:

- **Building strong relationships** with your offshore developers.
- Making the offshore team feel like a value-adding extension of the workplace.
- **Making the team feel appreciated** and ensures that they are happy working for you.

Establishing well-thought-out incentives and rewards increases employee performance.

Source: Socialcast Survey

69% of employees would work harder if they felt their efforts were better appreciated

3. Challenge your employees

The primary reason why employees leave their previous employer is because they didn't feel challenged enough. Keeping this in mind, organisations should give them exposure to different projects, tech stacks, and sometimes, even locations. What you can do is:

- Create opportunities to help your offshore developers **enhance their existing skills** and learn new ones.
- **Provide feedback about performance** and encourage sharing of ideas

This will give you invaluable insight into the capabilities and expertise of you offshore development team.

Source: Future for Work

52% of tech employees quit their organisation due to a lack of professional development

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4. Ask and listen

Employee retention and satisfaction are two sides of the same coin. Establishing a transparent line of communication with an offshore team is important. This makes it all the more important to ask questions. You can

- **Conduct periodic surveys** to help know individualised needs and allows personalise incentives and personal rewards.
- Make an effort to **practice an open-door policy** to know employees on a more personal level.

Though these activities are time-consuming they are worth the effort.

Wrapping it up

High attrition can destroy the value of going offshore. Companies lose talent, incur significant expenses, and get caught up in the never-ending cycle of hiring and being unable to deliver. **If you want to successfully retain your offshore developers**, implementing these strategies is essential.

Thank you

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