



MAKING A CASE | Benefits of Boutique

Big box operations prove useful when you know exactly what you need, but if you need (or just prefer) help navigating, boutique is the way to go. Here are some reasons for going boutique the next time you have a need...



A BETTER EXPERIENCE

Boutique resources of any kind rely on offering the best experience possible to put their product or service ahead of the competition. Boutiques know from experience that not everyone needs the same thing. Smaller players offer a personalized experience by listening to what works best for their customers and crafting a solution.



MORE MALLEABLE

Big box offerings are usually more rigid and often unwilling to make exceptions if it doesn't fit their process. Boutiques will literally bend over backward to accommodate your specific needs. Often working together with their customers to create unique processes and find ways to make a transaction easier.



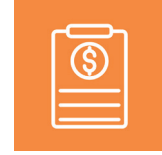
NO RED TAPE

When there is a question or a problem, a boutique setup is where you're going to want to be. There's no calling across the country or reaching out to corporate. Boutique organizations have the answers you need quickly. In many cases, leadership is in the building and regularly contributes to the daily success of the organization.



INNOVATION

To keep pace with larger competition, boutiques must be nimble. Employing out-of-the-box ideas to create better, more effective, and efficient processes. Taking the lead on innovation allows smaller companies to bridge the size gap and continuously offer the best solution to their customers.



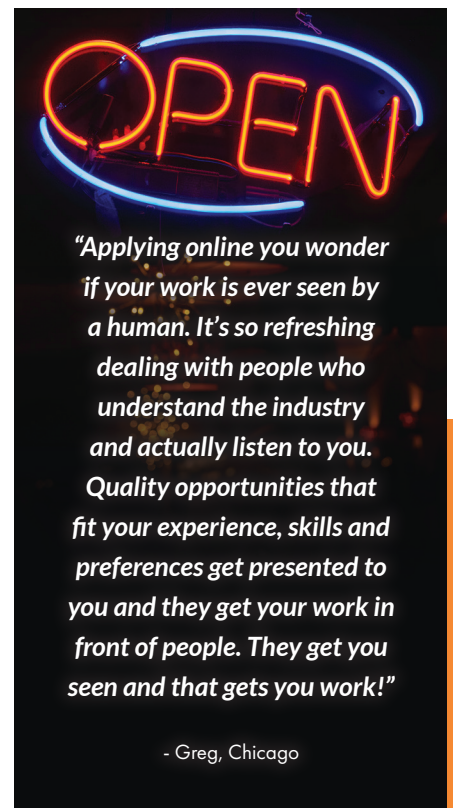
COST-EFFECTIVE

Sometimes it just comes down to cost. Boutiques have lower payrolls, smaller rents, less inventory, and less cost to operate in general. Having a lower overhead usually means having more flexibility and a willingness to find a solution that works best for their customer's bottom line.

smartdept. is a nationwide creative, digital, and marketing talent resource with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

Aren't you tired of it, all the clicking, and the voice recordings, and waiting? When you finally reach an actual person, it's never the person you need to speak with. They pass you to someone who passes you to someone else, who then passes you to someone else. Before you know it, 2 hours have gone by, and you still have the same issue you had when you started. It used to be your favorite telecom company that would come to mind when you played out this scenario in your head, but now you can apply this experience to lots of businesses in lots of industries. You know it's true!

Sometimes it cannot be done, but whenever possible, you should consider a Boutique resource as your solution. Boutique is a fancy way of saying an organization will go out of its way to make time for you. Successful relationships demand time and effort. Boutique operations are set up specifically to do what needs to be done for your business to receive the best possible experience while achieving the results you desire. So, whenever possible, **go boutique!**



"Applying online you wonder if your work is ever seen by a human. It's so refreshing dealing with people who understand the industry and actually listen to you. Quality opportunities that fit your experience, skills and preferences get presented to you and they get your work in front of people. They get you seen and that gets you work!"

- Greg, Chicago