

# Get the most out of your remote workforce

while scaling your local team



hammerjack



## The secret to outsourcing success

Outsourcing and offshoring work is becoming increasingly commonplace for many businesses.

The global pandemic has fundamentally changed the way in which we work, opening doors and minds to the potential of working remotely.

As a business community, we're now far more attuned to what's needed to make remote working succeed. After all if you're working remotely it doesn't really matter if you're in the office in Melbourne or at home in Mudgee. If you can do the job, you can do the job anywhere.

And, as businesses look for smarter, more innovative ways of doing things, outsourcing has become an avenue many are keen to explore.

"The market has matured significantly over recent years," says Nick Hastings, CEO of hammerjack. "The increased consumption of connective technology, local staff shortages and increased operational overheads has meant business and consumers are accepting outsourcing models at an unprecedented rate.

"Previously, businesses tended to gravitate towards trying to build

internal capability outside of their core business function or cooperate under strategic joint ventures, or strategic partnerships.

"Today, there's an acceptance - almost an expectation - that businesses utilise specialist companies to help them succeed, which has helped drive demand for offshore remote help."

That acceptance is underlined by the fact that the global Business Process Outsourcing (BPO) industry is predicted to reach US\$215.9 Billion by 2026 growing at a compound annual growth rate (CAGR) of 5.2 per cent.

The post-pandemic world and the consequential war on talent is playing a significant role in sourcing, placing and growing teams to achieve business outcomes.



Cost saving is, of course, a significant attraction to outsourcing work - with work that was traditionally done onshore being sent offshore for a saving upwards of

# 60-70%



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“We’re hearing from heads of accounting firms that previously they were getting 20 résumés and interviewing five people – today, they’re getting five resumes and interviewing one.”

Cost saving is, of course, a significant attraction to outsourcing work – with work that was traditionally done onshore being sent offshore for a saving upwards of 60-70 per cent.

“When COVID hit, businesses assessed their overheads and costs, and there was a huge amount of restructuring,” says Mr Hastings.

“Businesses realised they weren’t working as efficiently as they could with internal misalignment of capability and expected outcomes. We’ve seen significant salaries with existing staff for little output, with many businesses needing to cut right back, and then re-build.”

With a focus on cost, the difficulty in finding the right people onshore, and the removal of remote work barriers, offshoring work is becoming more and more attractive – but that doesn’t have to be at the expense of building your internal capacity.

“The shortage of workers locally, along with rising wages and overhead costs has been a handbrake on businesses who want to expand, innovate and boost productivity – building teams offshore helps solve this.”

In fact, it should support it.

“By outsourcing routine, high-volume, day-to-day tasks to trained professionals, and knowing they’re being taken care of, you can invest more in people who are on the ground and able to work in key growth areas of the business,” says Mr Hastings.

So, with that in mind, let’s take a look at where outsourcing really can help, and how you can get the best out of your outsourced team.



### Where outsourcing can help your business



Finance & Accounting



Sales & Marketing



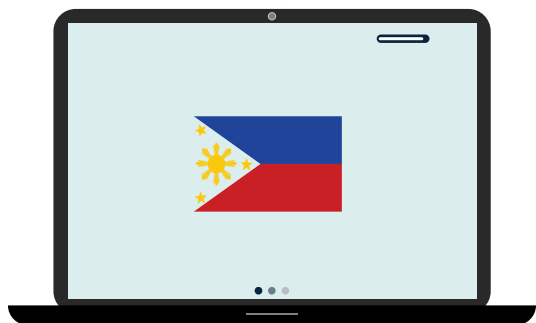
IT & Software



Back Office Admin

## The real impact of using offshore outsourcing

Outsourcing may sound good in theory, but what impact has it actually had on the businesses that use Philippines-based staff? We asked our clients to share their experiences.



It's easy for any business to tell you how good they are and how much you'll benefit from working with them. Sometimes you have to take their spiel with a pinch of salt - after all, you know exactly what their motivation is.

That's why, when we were creating this ebook, we thought the greatest value we could share was the experiences of our clients themselves.

What's the reality like when you work with an offshore team - in particular, hammerjack's team based in the Philippines?



Of course, one of the most obvious benefits of working with an offshore team is cost, as **Mike Yarrow, Director of DigitPro,** shares.

"Working with hammerjack has allowed me to efficiently resource the team and deliver a high level of work at a lower cost.

"I don't save much time, but capacity-wise the business is in a good place, and I have more malleability on the structure because I can then hire local managers with offshore teams."

And that ability to build a local team focused on client-facing and business-critical tasks - while deferring some of the more mundane, repetitive tasks overseas - has led to business growth.



**James Wakefield, CEO and Co-Founder of InStitchu,** says, "By hiring the appropriate roles offshore it has allowed our onshore team to be far more efficient with their

respective roles.

"Our finance team has the ability to be proactive and add value in other ways. Similarly, our onshore customer service team has shifted their approach to proactive customer outreach, while our offshore team predominantly look after our inbound customer service requests.

"In short, offshore support has allowed us to tap into the full potential of our onshore team."



hammerjack:  
multiple  
locations



“The efficiencies that are realised, complemented by the quality of the work delivered by the Philippines team, means that companies can grow more quickly than they may have otherwise been able to do.”



**Michael Lam, Managing Director of Cornerstone Digital**, shares a similar story.

“My remote team takes care of all the tasks that don’t need to be done onshore so that my local team can focus on the tasks that can only be done onshore.”

Striking that complementary balance between the tasks that need to be done locally versus tasks that can be outsourced is critically important to get the most out of using an offshore team.



**Chelsea Norval, Operations Manager of CPS General Insurance Agencies**, says, “It has

opened our eyes to the concept of completely moving admin offshore and focusing on our clients rather than compliance and ad-hoc tasks.”

The efficiencies that are realised, complemented by the quality of the work delivered by the Philippines team, means that companies can grow more quickly than they may have otherwise been able to do.



**Joe Hart, Director of Obsidian Advisory**, says working with hammerjack’s team has been ‘100 per cent effective’, and the business couldn’t operate without them.

“We’re likely twice as efficient with hammerjack than if we didn’t have them,” he says. “When you compare the cost per staff, working with someone from hammerjack costs half as much as employing a junior Australian staff member.”

That said, hammerjack isn’t a cheap option when it comes to outsourcing – but we believe we’ve struck the balance nicely between cost efficiencies and the quality of work.



**Martey Quaye, Managing Director of Digital Movement** says “there’s a premium to be paid compared to other offshore options we have available, but we feel as though we’re more than getting what we pay for.”

“We have two different offshore teams, one managed through hammerjack and the other managed through India and I can say without a doubt the service and the quality of staff that we’re provided by hammerjack is head and shoulders above that of our other team.”



# Inside knowledge – the top 10 secrets

## to getting the most from your offshore team

We've all had plenty of experience working remotely over the past few years, but how do you get the best out of working with hammerjack's Philippines-based team? We asked our team and our clients to share some of their top tips.



**1** "Constant communication is key, with expectations set from both sides. That way, problems, discrepancies and suggestions can be heard and resolved."

**Mary Rose Magnaye, hammerjack**

**2** "By sharing values and what they want for their employees and from their external team. I love knowing what the clients' plans are for their resources."

**Charlene Miles Degoma, hammerjack**

**3** "Keep your offshore team up to date with what's going on in your organisation, and your timelines and expectations."

**Reinee de Guzman, hammerjack**

**4** "Make the time to share correct information, and deal with urgent items – that way we can keep things moving forward."

**Maria Camille Romero, hammerjack**

**5** "Engage and involve them. The deeper staff become emerged in a business the better engagement and work will be provided."

**Theodore Villamor, Country Manager, hammerjack**

**6** "I have weekly catch ups with our VA and I am always updating the list of tasks for her to do so she knows what to do and when at all times. I am also available to her to answer questions and give more tasks."

**Chelsea Norval, Operations Manager, CPS General Insurance Agencies**

**7** "Overcommit when onboarding and training... this sets the role up for success."

**James Wakefield, CEO & Co-Founder, InStitchu**

**8** "Consistent and clear communication, keeping a sense of humour along the way."

**Nikki Zdun, Practice Manager, My Accounts**

**9** "Be clear on objectives and desired results."

**Michael Lam, Managing Director, Cornerstone Digital**

**10** "We put trust in their work ethic and ability and reward strong performances, which we feel allows us to get the best out of our team."

**Martey Quaye, Managing Director, Digital Movement**

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We asked our clients:



On a scale of 0-10, how happy are you with your decision to outsource?



On a scale of 0-10, how likely are you to recommend hammerjack to others?



On a scale of 0-10, how has hammerjack positively impacted your business?

# Account management

## - the hammerjack difference

Our account management, which provides a management layer between you and your offshore team member, is a key part of why we're able to deliver quality work, time and time again.



One of the daunting things about adding some offshore capacity to your business is the time it will potentially take to manage that person. Will it take more time than it's worth? And what happens if they're just not very good?

In reality, the same principles apply to onboarding an offshore team member as they do when you recruit someone internally. As we've heard from clients and our hammerjack team, the more time you put in, and the clearer the communication, the better.

But on a day-to-day basis, you need to be safe in the knowledge that there's someone on the ground ensuring you're getting what you need - and that's where hammerjack account management comes in.

"We essentially act as a client's boots on the ground in the Philippines," says hammerjack's Nick Hastings.

"We have client-facing account managers who are qualified subject matter experts based here in Australia. These key hammerjack staff act as a conduit for quality outcomes, working alongside account managers based in the Philippines who help manage the team on a peer-to-peer level.

"The ongoing management and reporting we provide are all very important for clients, as it ensures we're working closely together as companies through collaborative development, not just with one person here supplementing their team."

It's a value-add that clients appreciate, as Michael Lam, Managing Director of Cornerstone Digital explains.

"Having people on the ground in the Philippines to manage my staff saves me time. More importantly, the hammerjack team follows up to ensure I continue to provide feedback to the staff member so that they have the opportunity to improve."

In essence, it's a hybrid model that's built for success. With onshore account managers and industry subject matter experts working with customers locally, together with offshore capability, hammerjack delivers quality outcomes for clients, again and again.

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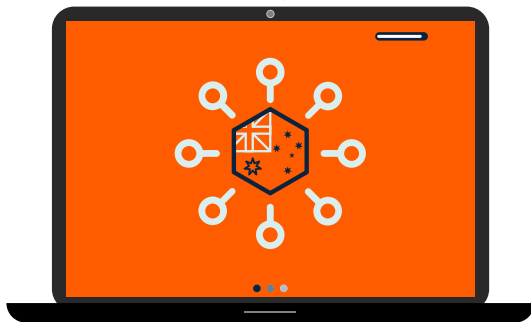
### CUSTOMER SATISFACTION



### NET PROMOTER SCORE



# Mythbusting: three commonly held perceptions of outsourcing.... And why they are completely wrong!



## MYTH 1

### Offshoring takes jobs away from people locally

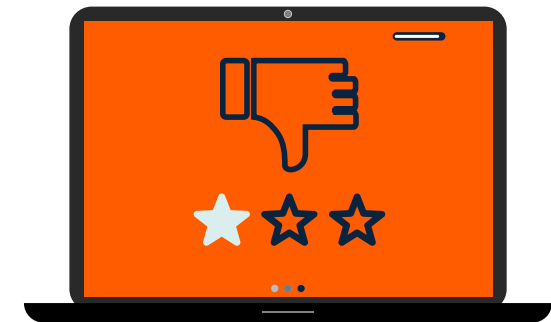
If you embed an outsourced or offshore team into your company, you can save costs and free up the time of your highly-skilled internal team to better serve your clients and help your business grow – you can then, in turn, create more important jobs onshore and employ more highly skilled people!



## MYTH 2

### Offshoring is too big an ethical risk

Many people have heard offshoring horror stories. Data going missing. Emails sent to the wrong client. And does that stuff go on in the wider offshoring world? It does, unfortunately. Just as it goes on in Australia, America and England too. However, this is where engaging a service provider, rather than going direct, makes a huge difference. At hammerjack, the quality of our account management and the people we recruit means the likelihood of anything like that ever happening is probably less than it would be if you hired someone directly in your home country.



## MYTH 3

### Because it's beneficial cost-wise, the work won't be of good quality

It's simply not true. hammerjack has conducted a significant amount of testing and we consistently found higher quality outcomes from offshore teams. There are certainly some tasks that are better suited onshore, but with the right processes, the right role, the right model and the right fit, we believe offshore will produce higher outcomes than onshore time and time again.



# Why the Philippines?

## Offshoring FAQs

### Where are your offshore workers based?

Our team members are all based in the Philippines and work under multiple models, Work from home, full office employment and hybrid. With multiple office locations across the Philippines, hammerjack has the ability to source and place the best talent nationally.

### Are they paid fairly?

They are, and we also look after all of their compliance, administration, HR and payroll, fully aligning with the Department of Labor and Employment. hammerjack's benefits package is well above industry standard with competitive base salaries.

### What are the operating hours of an offshore worker?

The Philippines aligns perfectly with Australia (day shift) and the US (night shift) meaning your team works when you do - your team, your way. They work the hours of your region - so, if you're based in Sydney, they'll work Sydney hours. When daylight savings change, their hours change too. They'll

also be given, for example, the public holidays of the region.

### What's the language proficiency?

The Philippines is one of the top 10 largest English-speaking countries in the world with around 115 million people with English the primary language used in business, both domestically and internationally. The American education system has been in the Philippines for more than 100 years, and English is taught to everyone from a very young age. From an accent perspective, the Filipino accent is very neutral - sometimes with an American twang!

### How qualified are they?

Very qualified. After nursing, IT and software development and accounting are the top university degrees in the Philippines, and almost everyone we hire has graduated from university. In fact, local universities and colleges annually produce 500,000 + graduates. Our senior accountants are all CPA qualified - the rest either have the qualification or are working towards it.



**Available talent is expertly sourced  
and ready to work to your standards  
aligning with your culture**

Hire degree-qualified and certified staff.  
Cut overheads and become more competitive,  
increase quality and efficiency

**Discover why #ichoosehammerjack.**

[hammerjack.com.au](https://hammerjack.com.au)

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