

CASE STUDY

Accounting and advisory firm meets growth goals with offshore support.



Accounting firms are feeling the pinch more than ever when it comes to retaining and attracting staff. Wages are increasing causing margins to shrink even further. Without the right measures in place many firms will struggle to grow - or worse, remain viable.

The solution? Outsourcing is a smarter resourcing strategy that can not only help you save money, but also help boost your firm's productivity and profitability.

Don't just take our word for it... read on to hear how one accounting firm successfully built a scalable business through hiring offshore staff in the Philippines.



The customer

A mid-sized accounting and advisory firm offering niche advice to businesses and individuals who are proactive about achieving their business and lifestyle goals.



The challenge

To provide high quality bookkeeping and accounting services for their customers at an affordable price. They had previously tried to set this business model up in Australia using local staff but couldn't achieve the same results with the capital and labor costs associated with employing staff in Australia.



The solution

The customer approached OrtusPro to gain access to the highly skilled professional workforce in the Philippines to help grow and scale their business. Six years ago they hired two offshore accountants to kick-start their business. They have since grown their offshore team to 11:

2021



2 ACCOUNTANTS

PRESENT



8 ACCOUNTANTS

How it works

Our Client Experience Managers handle the HR requirements, staff management and training side of the business. The customer still maintains control over what staff they employ and what tasks those staff members are given. This control helps them to run their business smoothly across countries.



We had previously set this up in Australia but couldn't achieve the same results. Our extended staff have helped us scale and grow.

MANAGING DIRECTOR

Communication

Communication is key to success when it comes to hiring offshore team members. Cloud-based technology has made it easier than ever to communicate across continents allowing you to communicate with your team in the offshore location like you would with your team members in Australia.



The verdict

As a result of providing accurate bookkeeping to their clients via their offshore staff members, their local staff have been able to focus more on the high-value accounting services for clients. This has not only saved them time, but increased profits. They have also achieved their goal of providing an affordable solution for their customers as a result of lower overheads.

Are you considering outsourcing in your accountancy firm?

At OrtusPro, we offer support in an array of roles. Many of our highly trained professionals are CPA and CA accredited so they can help your business in whatever capacity you require.

Outsourcing is a process that improves productivity, efficiency, retention rates and staff satisfaction. It's a process that can **save your business up to 70% on employment costs compared with hiring locally.**

Stay ahead of your competitors by outsourcing the following roles including:



Accountants



Bookkeepers



Accounts administration assistants



Supercharge your business growth through outsourcing.
Speak to us about a tailored solution for your accounting firm