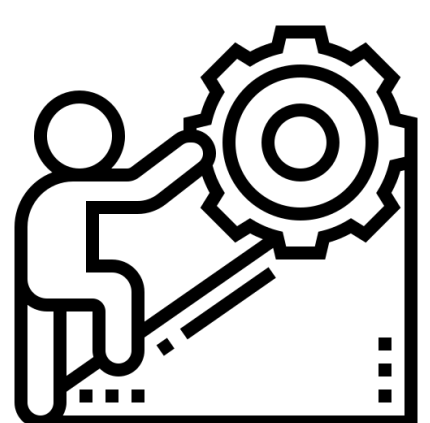


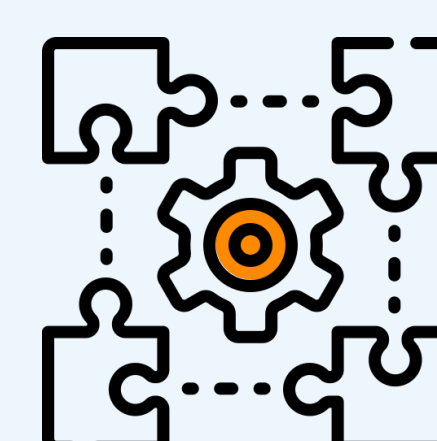


A sales-driven team with a passion for boating has catapulted Multihull Central into becoming one of the leading multihull yacht brokerages in the South Pacific. Specialising in importing and reselling luxury cruising catamarans, the company has excelled in matching enthusiastic buyers with sellers, relying on a vetted database of 1500 multihull owners and over 25,000 contacts. It has exceeded the global average of time taken to resell boats, solidifying its place as the brokerage of choice for a select and discerning market.



The Challenge

The pandemic changed the habits of Australian labour. Employees sought to discover different ways of working, leaving many companies understaffed. Multihull Central struggled to maintain team members with a stable administrative function. Constant movements in staff needed to stop to prevent serious disruption of the business.



Twoconnect's Solution

Using metric-driven approaches and adaptable processes, we implemented a customised road map for our client to identify the role that could be outsourced. Our offshoring expertise employs a stringent recruitment process to employ the most qualified candidates.



Initial Meeting

We gained enough understanding of the business to develop the project scope through our industry-leading project design.



Recruitment

Once we created a scope tailor-fit to the client’s requirements, we implemented our 12-step recruitment process.



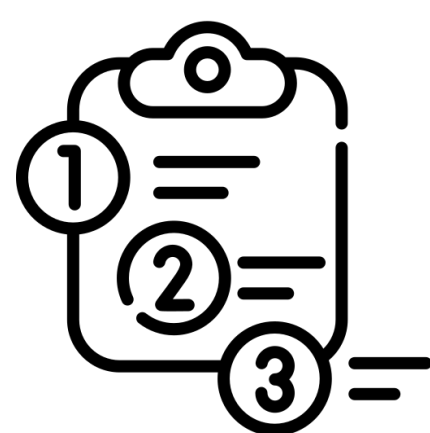
Talent Integration

With years of experience of onboarding new clients, we ensured that the new recruit seamlessly integrated their skill sets into the client’s local operations.



Performance Management

Our team continues to regularly manage performance levels, and we provide the client with insights to staff member performance results and other key business metrics.



The Requirements

Based on a thorough assessment of the client’s needs, Twoconnect designed and implemented the following position which was outsourced and managed from the Twoconnect office in the Philippines.

Sales Support Officer

It was imperative that the sales team do what they do best, which is to generate contacts, follow up on leads, and work their magic on matching the right buyer with the right seller at the right time. The Sales Support Officer’s responsibilities would include allocating leads to the sales team, drafting accurate and timely sales reports, uploading data on SharePoint, processing leads and contacts, and handling customer inquiries. In addition to the administrative tasks, the expectation was set that the position would also involve social media and website uploads of listings of new and old units for sale, email marketing, and distribution of the company e-newsletter.



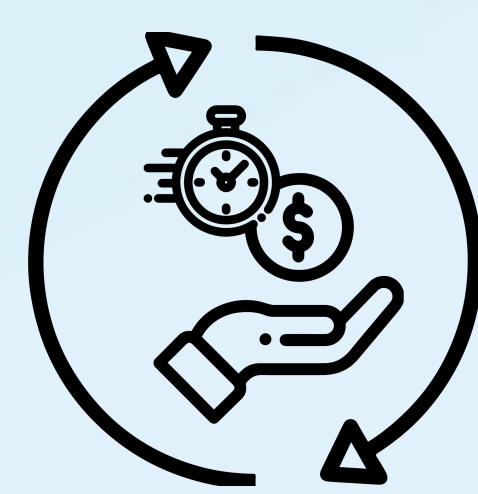
Impressive Outcomes

With the new staff member successfully integrated into the business, the results were immediate and significant:

Sales Support Officer

Flexibility and openness to learning new processes were key traits that made the new Sales Support Officer a valuable part of the Multihull Central team. She currently not only updates and uploads critical sales information after being trained to use Salesforce, but she also does write-ups for social media, has been entrusted to solely manage the used boat portal on the company website, and manages contacts generated through marketing campaigns. Her disposition was also a perfect match for the nature of the business, prompting Multihull management to fly her from Manila to Sydney to handle registration at the Sanctuary Cove Boat Show and interact with key clients and prospects. She has proven to be a dynamic and well-loved addition to Multihull Central.

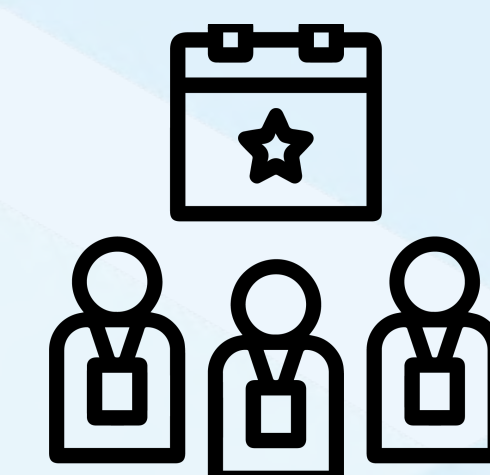
Impressive Outcomes



Faster average time
of re-selling



20% increase in
social media subscriptions



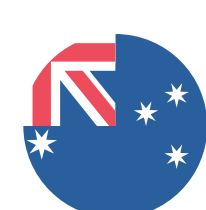
40% increase
in sales

Client Testimonials



Brent Vaughan
Director
★★★★★

“If you’re looking to outsource, and unsure about the whole process and don’t really know where to begin, I couldn’t recommend Twoconnect enough. They helped us make it happen. With no experience (in outsourcing), they made it seamless. We ended up with someone we were surprised with, at how good she’s been, and she’s worked out really well. Everybody in the business loves her.”



Australia

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Sydney NSW 2000, Australia



Philippines

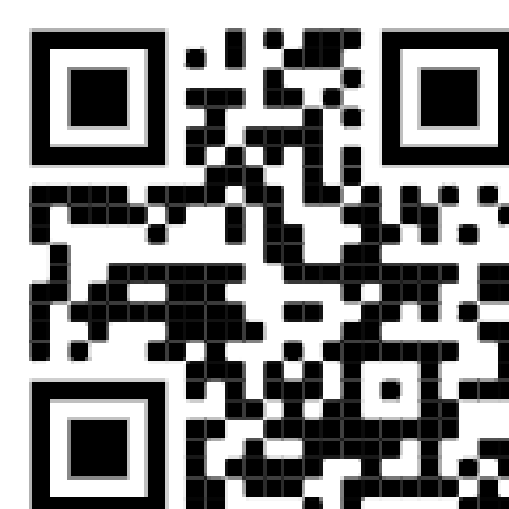
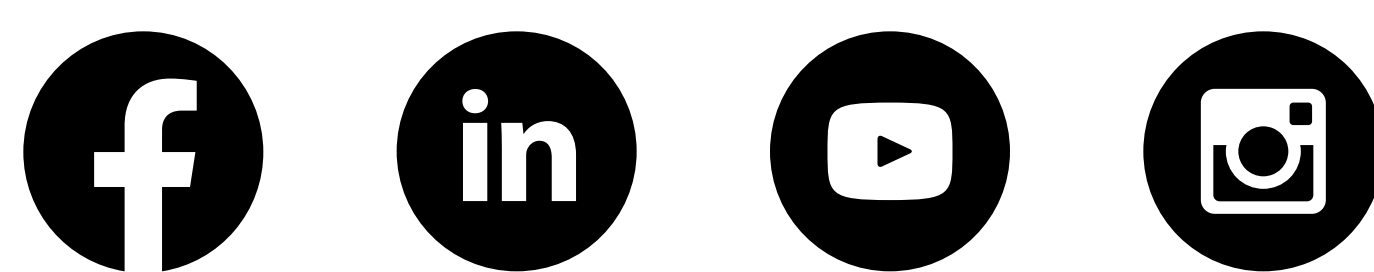
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