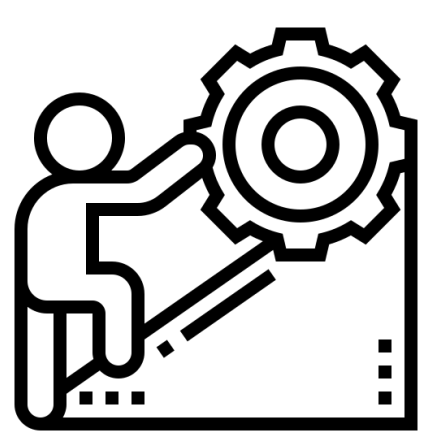


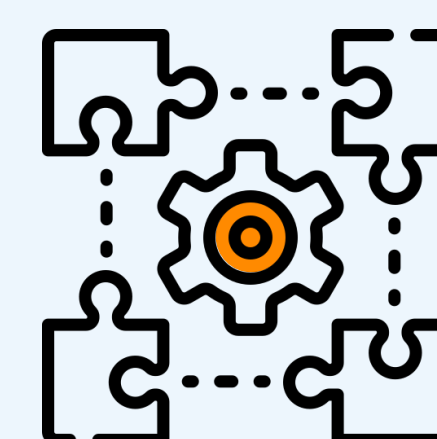


Smart Central is a Sydney-based software development company that specialises in adaptive child care management. The company provides system-wide solutions customised to the different needs of all those involved in providing child care services: administrators, educators, parents and guardians.



The Challenge

First, a significant amount of time and effort would have had to be invested in recruiting and vetting the right staff with the right level of expertise as expected by a software development company. The second would have been the added responsibility of handling payroll, attendance, performance management, maintaining staff equipment, and other administrative matters. The company was expanding fast, and the demand for the Smart Central platform exceeded expectations. The need to fill IT roles grew more urgent, but the company had to also keep an eye on its operating costs. It needed to have the right personnel in the most economical way possible, without compromising quality.



Twoconnect's Solution

Using metric-driven approaches and adaptable processes, we implemented a customized road map for our client to identify roles 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 that was tailor-fit to the client’s requirements, we implemented our 12-step recruitment process.



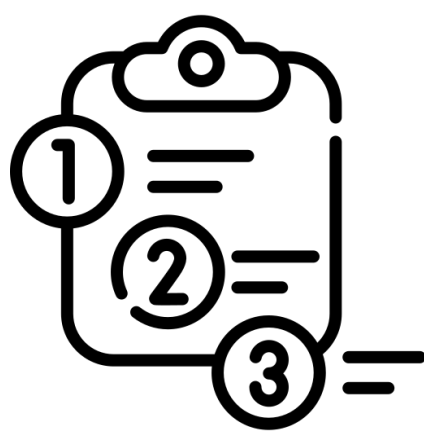
Talent Integration

With years of experience of onboarding new clients, we ensured that the new recruits 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 positions which were outsourced and managed from the Twoconnect office in the Philippines.

Customer Support Officers

Two positions were required to meet the growing number of queries. As frontliners, the customer support officers would answer questions about products and services through a variety of channels such as live chats, online messages, or emails. They would redirect customers to the appropriate agency or department for handling, and escalate customer complaints or issues to the appropriate support team, among other responsibilities.

Technical Writer

The role included providing technical and user documentation, how-to guides, integration guides, systems operation guides, and product specifications that would enhance the experience with the digital platform. The team member would work with other technical experts, such as engineers and software developers, to ensure that the information they provide is accurate and easy to understand.

Designers and Developers

Smart Central prides itself in responding to the needs of the market by developing new online platforms, and also making adaptive changes to existing ones. This quick turnaround of product required an army of technical specialists: front end and back end developers; UI /UX designer; and QA software engineer.

Copywriter

A copywriter was needed to create content as essential online resources for the Australian educator. It was important to Smart Central that the role would be filled by a candidate who had a strong background in communication or education, and would be flexible enough to write in diverse styles to suit the medium. Retaining customers and reaching out to new clients were the primary aims.



Impressive Outcomes

Twoconnect consistently delivered on excellent staff as the need arose in its long relationship with Smart Central.

Customer Support Officers

The timing of hiring two team members as Customer Support Officers could not have been better. Smart Central had just rolled out a new system for their clients, resulting in voluminous inquiries and calls for technical support. The team members handled the constant stream of queries steadily, with calm and expertise, further enhancing the company’s solid reputation of delivering quality products and after sales support.

Technical Writer

Client users who directly interface with the Smart Central software could either be IT professionals or lay people in the educational field. The Technical Writer hired by Twoconnect coordinated with the software developers, the support team and customer support to understand holistically how instructions should be written so that manuals and diagrams were accurate and thorough, yet fully understandable to the user. Assistance was also provided to the customer support team in answering questions from users.

Senior Software Engineers and Quality Assurance Engineer

With the roll-out of the new product from Smart Central, four developers and one quality assurance engineer were hired by Twoconnect to ensure that the product reached the market on time bug-free, with clean, readable code, ready for use. The team succeeded, upgrades are in order, and more products are now in the pipeline.

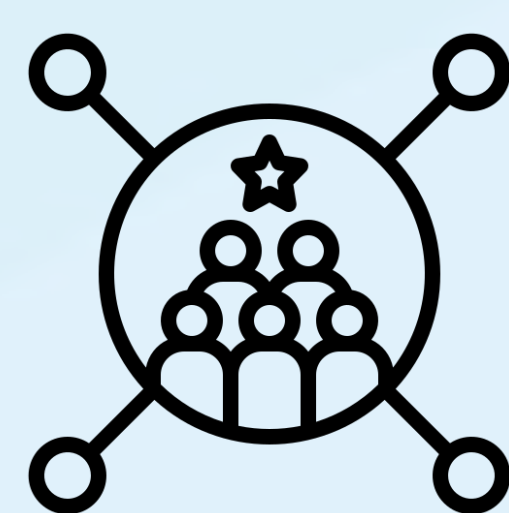
UI/UX Designers

The job required an understanding of and demonstrated experience in applying key design principles and creating user-centered designs. The team member hired by Twoconnect co-developed the company design brand book, vetted the user friendliness of various platforms such as the company web site, both for the public pages and the site for registered users, and the newly-released program, even as new projects come in.

Copywriter

Proving that Smart Central truly cared about the context in which Australian educational institutions operate, the copywriter developed online articles and newsletters that covered government regulations, discussed the state of early childhood care, and shared tips on how to build better teams and work relations. Clients were also updated on new product and customer care features. Conference brochures and social media content drew in new clients.

Impressive Outcomes



Access to a specialist talent pool



Increased time to market



150% growth in revenue

Client Testimonials



Andrew Langcake
Dynamite Films
★★★★★

We engaged Twoconnect in early 2021 to help find a solution to an ongoing staffing issue. We had tried working with offshore staff before through sites like UpWork and Fiverr with mixed results at best... Highly recommend working with Twoconnect.



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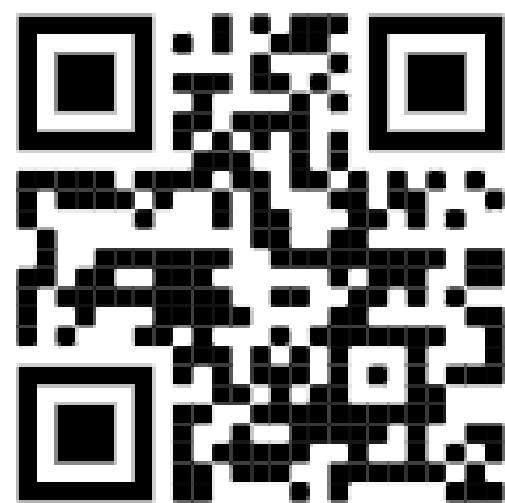
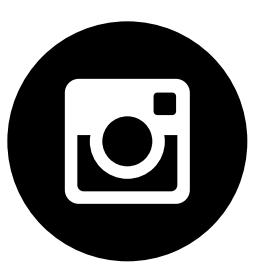
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