

# CASE STUDY

## Globalising Success: How Offshoring Transformed a Travel Company's Sales Performance



### Key Client Challenge

Rising costs and inefficiencies,  
need to drive sales.

### Key Result

400%+ increase in sales over 2  
years

### Background

The travel industry is a highly competitive field that demands streamlined operations and cost-efficiency. In 2019, an Australian travel company faced a significant challenge due to rising costs and inefficiencies in its operations. In an effort to mitigate these challenges and improve efficiency, they decided to explore offshoring options.

### Challenges

Offshoring posed several challenges for the Australian travel company, including language barriers, cultural differences, and timezone differences.

### Solution

Despite these challenges, the company remained committed to its offshoring strategy in the hopes of reducing costs and improving operations. They found a reliable partner in Vault Outsourcing, led by CEO and founder Dean Hutton, who recommended the Philippines as the ideal country for offshoring. The Philippines addressed the three main challenges faced by the company:

#### Language barrier



Over 90 million Filipinos speak English as a second language, and it is widely used in official documents, business, education, and the media.

#### Cultural differences



The Philippines has been heavily influenced by American culture since the early 1800s, making it easier for Filipinos to adapt to Western standards and fit in with the company's culture.

#### Timezone differences

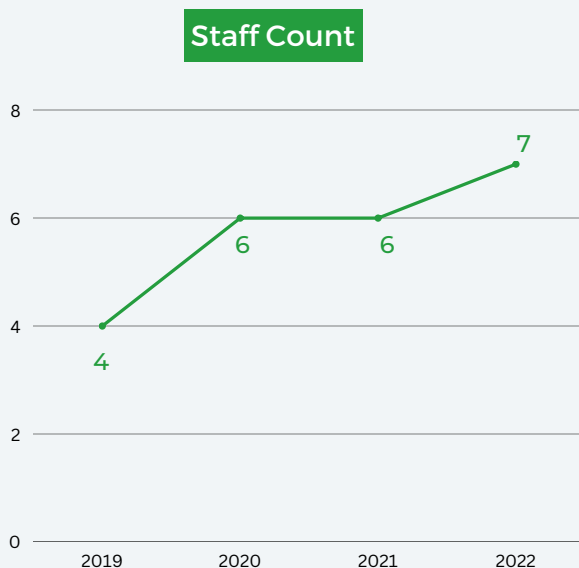
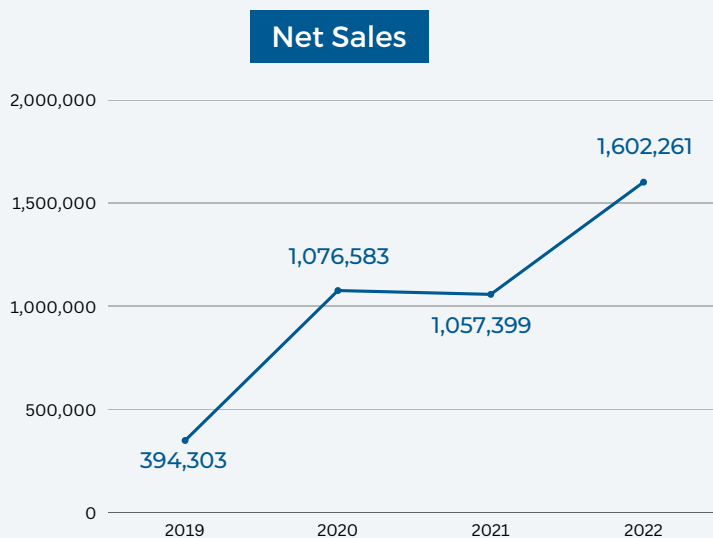


The Philippines is one of the top countries in the Global BPO Sector. Philippines holds 10-15% of the global BPO market. Philippines have adapted to this time difference by implementing different work schedules such as night shifts or flexible work hours to ensure that their operations can align with their partners' business hours.

Out of the numerous BPOs in the Philippines, this Australian travel company has specifically chosen to partner with Vault Outsourcing. This is because we have distinguished ourselves through our honest and transparent pricing practices, deep understanding of the finance industry which is particularly advantageous for the travel sector, and our hands-on approach to managing all our clients' business needs.

## Results

Offshoring to the Philippines allowed the Australian travel company to significantly reduce costs while improving sales performance.



- In 2019, the net sales were AUD \$394,303/ USD \$264,224.
- In 2020, the net sales increased significantly to AUD \$1,076,583/ USD \$721,423, despite the pandemic.
- In 2021, the net sales remained relatively high at AUD \$1,057,399/ USD \$708,568, despite the ongoing pandemic.
- In 2022, the net sales increased further to AUD \$1,602,261/ USD \$1,073,683, while also adding an additional staff member to the team.

## Conclusion

Overall, the company has experienced noteworthy growth in net sales, despite the challenges posed by the pandemic. In fact, the company achieved a substantial increase in sales in 2020, which is particularly impressive given the circumstances.

In addition to the growth in net sales, offshoring to the Philippines has also allowed the Australian travel company to achieve significant cost savings. By hiring staff in the Philippines, the company was able to reduce labor costs by almost 70% compared to hiring staff locally in Australia. This has allowed the company to reinvest the savings in other areas of the business, such as marketing and technology, which has helped to further improve their sales performance.

They were able to leverage a skilled and dedicated workforce that provided high-quality service and support. Overall, offshoring transformed the company's operations and boosted efficiency, enabling them to remain competitive in the travel industry.