

# How Kynection Transformed Hiring using Intelligent Resourcing

Boost Efficiency and Save Over 80% on Staffing





# From Rising Costs to \$250K in Annual Savings—Without Sacrificing Quality

Kynection, a growing technology company in Frankston, VIC, needed to expand but faced a serious challenge. Hiring locally had proven too expensive, and past recruitment efforts failed to justify the rising payroll costs. Each new hire increased expenses, but profits remained stagnant.



The company had already tested multiple approaches—hiring local project, support, and marketing staff—but struggled to find the right

***KYNECTION** - A custom integrations technology platform  
with approx 35+ staff based in Frankston, VIC*

balance between cost, quality, and ROI. Every attempt led to higher overhead without meaningful bottom-line growth. The traditional hiring model wasn't working.

## A Shift in Strategy: The Intelligent Resourcing Approach

Rather than following the same path, Kynection made a critical change. Instead of relying solely on expensive local hires, they adopted a global talent strategy that allowed them to build an offshore team while maintaining full control over hiring, quality, and integration.

This was not a typical outsourcing arrangement with agency markups and disengaged contractors. Instead, Kynection recruited full-time overseas employees who became embedded in their operations.

With our guidance, they developed a structured, repeatable hiring system: defining job roles, sourcing candidates, vetting skills, and ensuring compliance. The first hire, a skilled marketing and customer service professional, cost 75 percent less than a comparable Australian employee. Within nine months, Kynection had successfully scaled their offshore team to six employees—all while significantly reducing costs.

# The Impact: \$250,000 in Annual Savings and Faster Growth



At this point, you might be wondering—what was the actual impact on the business? Watch Kynection’s founder explain how this decision transformed their business

**Watch Video Testimonial**

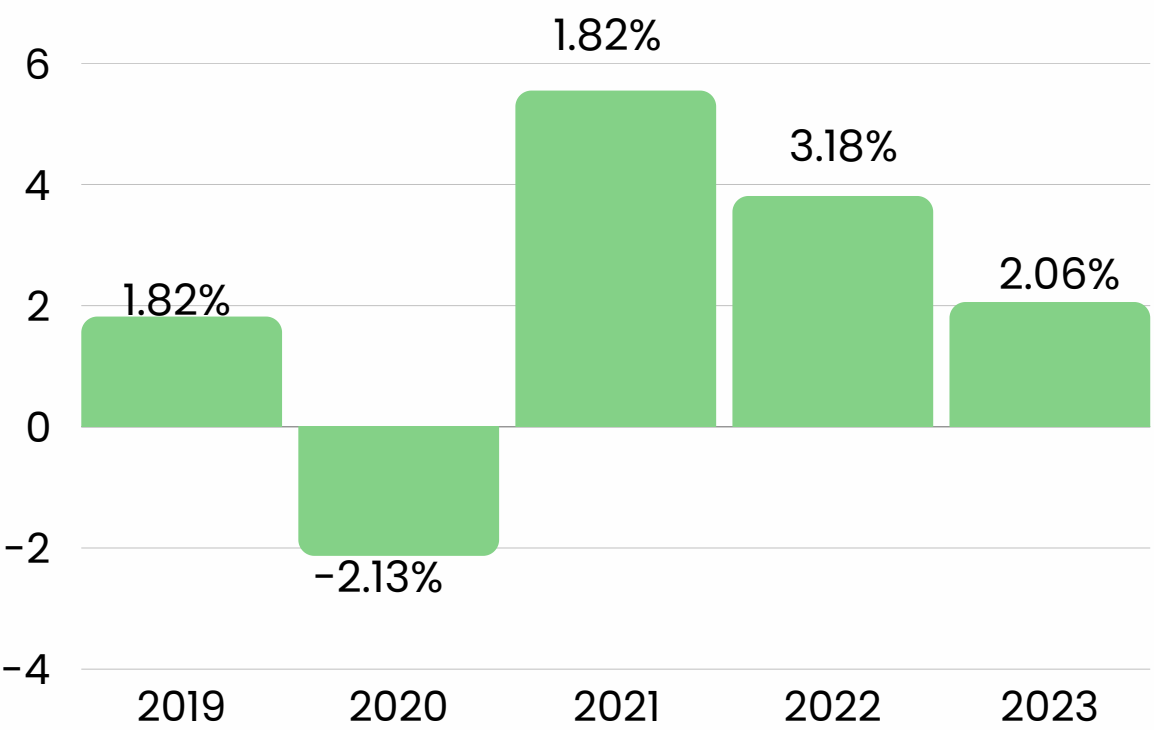
## Key Outcomes

The results were immediate and measurable:

- \$250,000 saved annually on payroll, directly increasing profitability
- 15% workforce growth without additional financial strain
- Faster project completion and extended support hours
- Higher operational efficiency as new hires introduced process improvements

## The Growth Handbrake

AUSTRALIA: REAL GROSS DOMESTIC PRODUCT (GDP) GROWTH RATE  
(compared to the previous year)



How does any well-established company in a competitive industry that is ambitious for growth scale without dramatically increasing the wage bill? Where any delays in project delivery wipe out profit margins and when high staffing costs form a significant impediment to the ability to scale.

Where they have already tried hiring multiple local staff for project,



support, and marketing roles without getting the ROI required to justify the increased payroll expenses.

The most difficult challenge many companies face is their ability to increase competitiveness and achieve high growth in a market or economy that might be stagnant or only growing by 3–4%.



# The Profitability Challenge

Wages are often the top expense for small businesses, reducing profits unless paired with increased productivity or revenue.

Ask any accountant and they'll tell you wages are either at the top or #2 in the expense column.

During Covid, when many IT projects got prioritised, companies were having to pay 20–30% more, and staff either demanded an increase or jumped organisations.

Any new hire or increase in salary reduces profit—unless you obtain an increase in productivity or revenue.

Wages are often one of the largest expenses a company faces, so to justify the risks of hiring new staff, any increase in headcount requires significant, rather than incremental, improvements to a company's bottom line.

Many companies fail to grow because they do not recognise this difference. Turnover increases but only at the same rate as expenses, leading to zero growth in profit.

But here's the good news: you can hire intelligently to maintain profit margins and keep your accountant happy.



# The Solution: Hire Global Talent

Here's why it works:

- De-risk hiring decisions – Lower costs mean less financial pressure.
- Preserve profit margins – Even in competitive markets.
- Support local talent – Free up resources to retain your best team.

By hiring globally, businesses reduce overhead costs while maintaining productivity and output. This isn't about cutting corners—it's about strategic resource allocation. The savings flow directly into profit, allowing businesses to scale without compromising financial stability.

If you want to grow without eroding margins, the answer isn't just hiring more—it's hiring smarter.

## Intelligent Resourcing Methodology

Our methodology is based upon over a decade of experience with using Philippines overseas resources, and over five years of consulting to small business owners. These owners are often trapped – struggling to delegate work at an affordable rate and unable to justify the salary of a local full time employee. We have developed a proven methodology that allows companies to diversify their staffing at a significant cost reduction and build a global team.

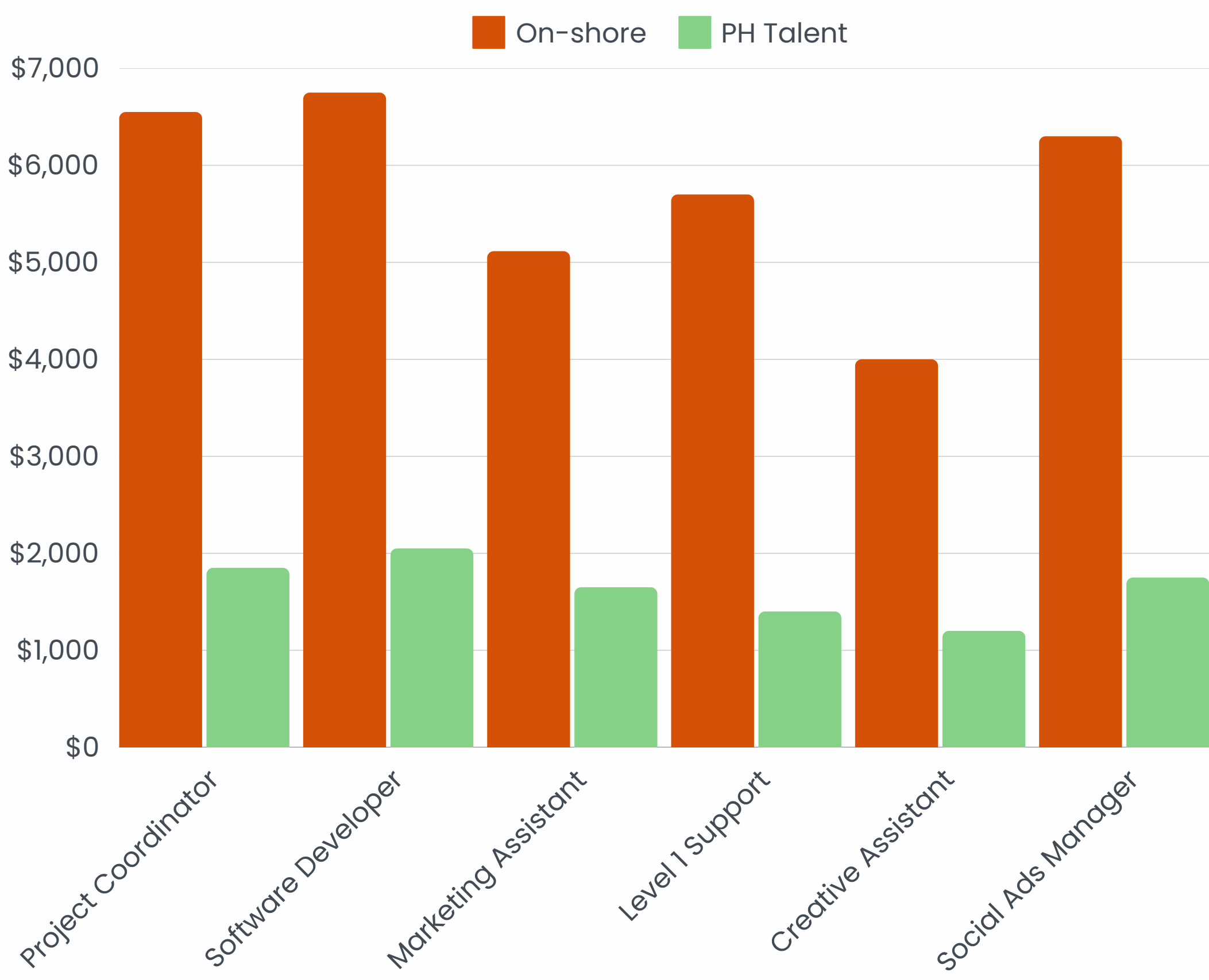


This process is not about the traditional agency model of large hidden markups and little ongoing development. It is based upon a change of mindset and understanding that a small investment in upskilling a dedicated and committed resource can provide a business with a 7-10 X return on investment.



# COST SAVINGS

## PH Salary vs On-shore



## Current Business Landscape

High staff costs, a lack of quality junior staff, employee entitlements increasing yearly and a slowing economy make it incredibly challenging to find capable local resources at a competitive price.

Combined with the added risk that to grow revenue requires increasing payroll obligations.

The inability to find reliable and affordable quality staff that can quickly provide a return on investment by increasing productivity or margins.



A mindset shift. moving from a local to a global focus didn't just cut my costs; it changed lives too.



# Reasons Why The Time Is Now



*The Philippines is home to a large and growing freelance workforce, especially in sectors like digital marketing, content creation, and virtual assistance. Platforms like Upwork and Fiverr have seen substantial growth in Filipino freelancers.*

Covid accelerated the shift to working from home thus allowing companies to more easily manage offshore resources from both a mindset and an operational perspective.

Instead of attempting to source locally, the compelling economics of insourcing not outsourcing by resourcing staff that work directly for you, not an agency. We showed the client a repeatable methodology to search, interview, contract and onboard staff based in the Philippines.



Candidates who are technically comparable (and sometimes better) at around 80% cheaper than local resources. The net result was a saving close to \$250,000 per year in wages.

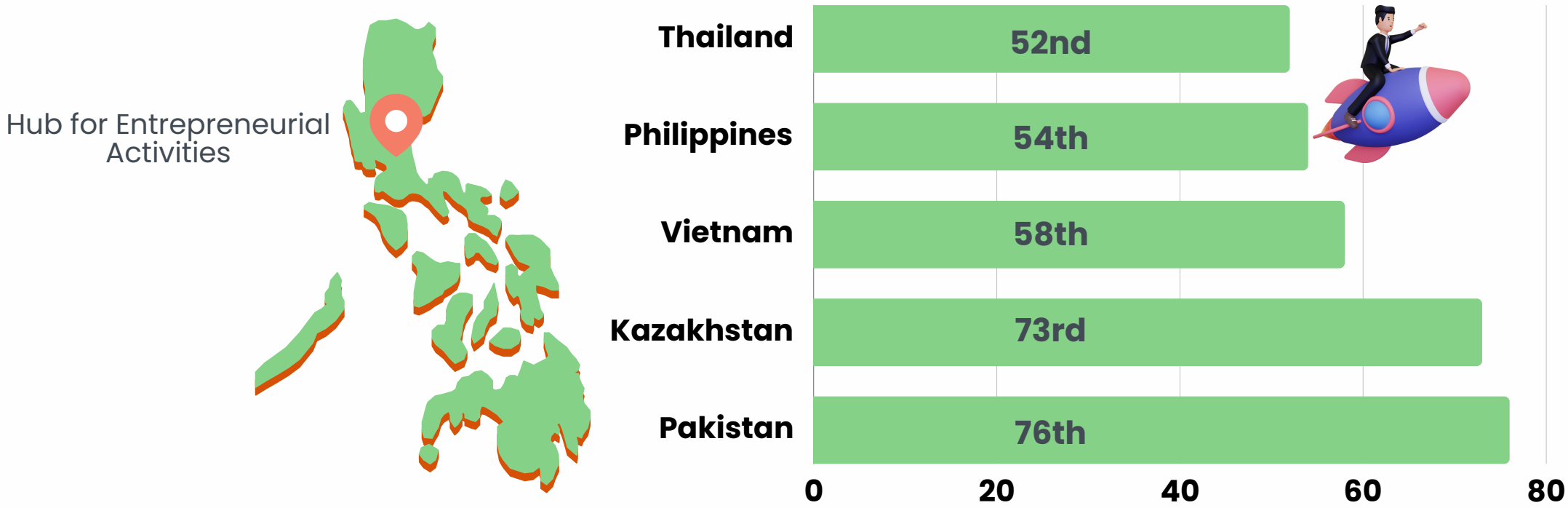


# Remote Work Shift



*The pandemic accelerated the shift towards remote work, with many companies continuing hybrid models. The adaptability of the Filipino workforce to remote work has made the Philippines a key player in global outsourcing.*

## Philippines Startup Ecosystem 2023



**Startup Ecosystem:** *The Philippines ranks 54th in the Global Startup Ecosystem Index 2023, with Manila being the hub for most entrepreneurial activities. The startup scene is particularly vibrant in fintech, e-commerce, and health tech.*



- ✓ **Young and Educated Workforce:** *The Philippines has a young workforce, with a median age of around 25. The country also boasts a high literacy rate, with many workers proficient in English, making them attractive to international employers*
- ✓ **Young Workforce:** *The median age in the Philippines is 25.7 years as of 2024, making it one of the youngest workforces in Southeast Asia. This demographic advantage is seen as a key factor in driving economic growth.*
- ✓ **Education and Literacy:** *The literacy rate in the Philippines is around 98%, with a large portion of the population having completed secondary or tertiary education. The country produces over 500,000 college graduates annually, many of whom are proficient in English.*





# Key Obstacles:

Many Australian business owners don't know where to start when it comes to recruiting, onboarding, cultural differences, or just understanding how to work with overseas remote staff. These are all simple obstacles that can be overcome following our proven model.

The main thing holding people back is the legacy thinking around hiring only local people. A lack of understanding that there are so many companies already doing this, and that they have a competitive advantage over the owners that don't.

## Common Recruitment Issues Include:



**Dedication**  
Hard to find committed, qualified, reliable staff



**Crisis in Millennial Hiring**  
Expectations exceed capability



**Budget Constraints**  
Limited financial resources make it difficult when considering salaries, benefits, and recruitment costs.



**Time Management**  
Balancing running the business while dedicating time to the hiring process



**Uncertainty About Future Growth**  
Hesitation due to concerns about the need for additional staff in the long term.



**Legal and Compliance Concerns**  
Navigating complex employment laws, contracts, and regulatory requirements



# Real World Results:

To help Kynection break this mindset and find talent globally we worked with them on the end-to-end recruitment process. Including:



Their first new member from the Philippines came with an impressive background in customer service and general marketing skills. The annual fee was approx 75% less than a local candidate\*.

This proof of concept allowed the founder to repeat the methodology again and again, recruiting 5 additional employees in under 9 months. An annual saving of \$250,000 on payroll expense.



# Why Most Companies Struggle to Make This Shift

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*If you're ready to change your new hire mindset it's paramount that you look at the upsourcing methodology. Access to this talent pool has been a game changer for us*

**Courtney Smith**  
**Kynection Founder**

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Many businesses hesitate to explore offshore hiring due to outdated perceptions. They assume that quality can only be maintained with local staff, that remote teams are difficult to manage, or that the hiring process is too complex.

Kynection's experience proves otherwise. By following a structured, hands-on hiring model, they avoided agency markups, accessed top-tier talent, and built a scalable workforce without the risks typically associated with outsourcing.

## A Model Any Business Can Follow

Kynection's success wasn't an anomaly. Any company facing high hiring costs and stagnant profitability can replicate this process. The key is a strategic, direct-hiring approach—ensuring businesses keep control while leveraging the advantages of global talent.

Most businesses will continue struggling with rising costs. The ones that adapt will gain a competitive edge.

Kynection made the shift. Who's next?





**If your company is  
facing the same  
hiring challenge, let's  
talk about how this  
strategy could work  
for you.**

**Contact us today.**

