

Ashton Wheelans (Accounting, Tax and Business Consultancy)

Location: New Zealand

Industry: Accounting & Finance

Services Provided: Professional Services

A respected New Zealand professional services firm relies on dedicated DSS staff to keep its back-office humming.

OVERVIEW

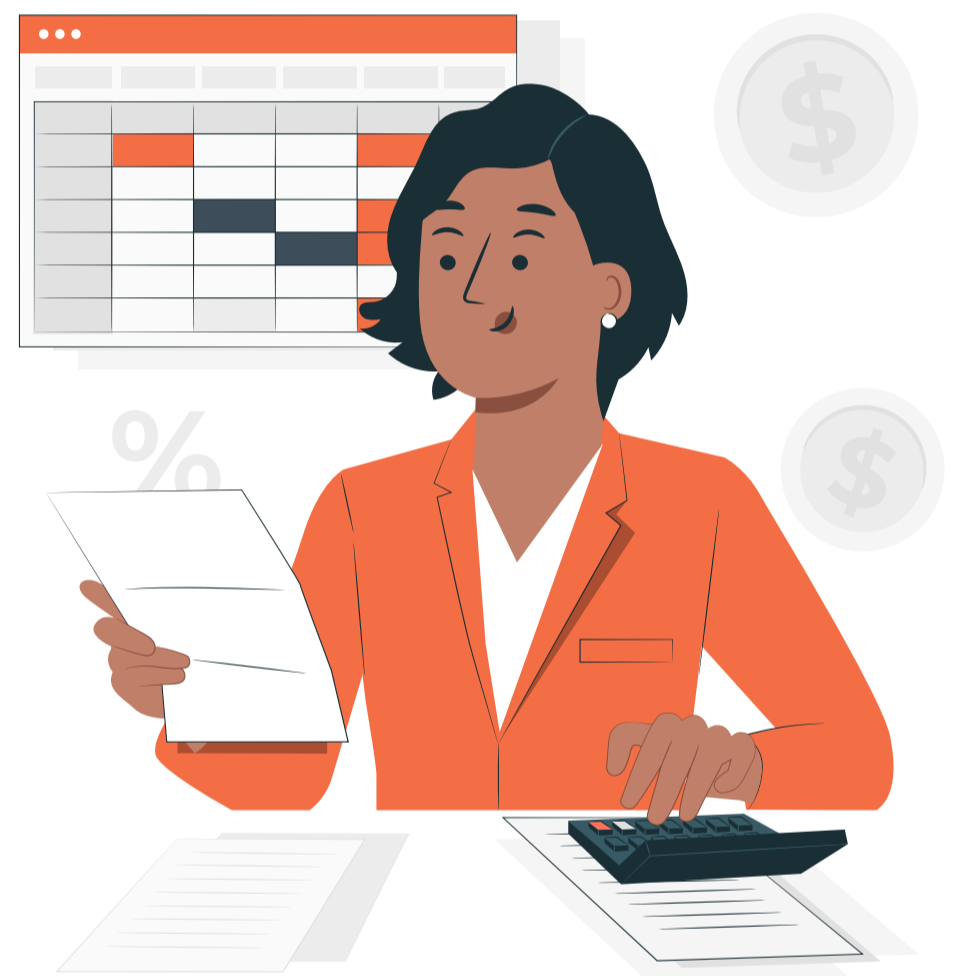
Ashton Wheelans provides accounting and tax services and business consultancy to clients across New Zealand. The Christchurch-based firm has built its reputation as a gold standard accountancy firm by understanding what success means for its clients.

CHALLENGES

Ashton Wheelans faced a dilemma familiar to many professional services firms. Its business was growing, but recruiting and retaining qualified staff with the right mix of skills and experience was proving difficult.

HOW DSS HELPED

In 2018, Direct Sourcing Solutions was asked to provide a skilled accounting support staff member to work remotely on Ashton Wheelans accounts. DSS shortlisted Philippines-based candidates for the client and trained the successful candidate to process financial statements, tax and GST returns and other back-office support functions, taking account of New Zealand regulations and business practices. The Ashton Wheelans team at DSS has since grown to four staff, all working full-time for the client.



RESULTS AND PLANS

DSS solves Ashton Wheelans' accounting support challenges by supplying dedicated remote workers who in most cases have CPA qualifications and experience beyond that strictly required by the role, all for below local market rates for entry-level staff. The DSS team keeps New Zealand holiday schedules and works into the evening New Zealand time, typically completing back-office functions overnight and having them ready for Ashton Wheelans account managers to action the following morning.

Ashton Wheelans has steadily expanded its DSS remote staff and is so satisfied with its performance that it has on occasion instigated remuneration reviews for DSS team members.

ASHTON WHEELANS