



Total Tools and MicroSourcing: fostering eCommerce success



The client: Total Tools

Total Tools, a leading Australian hardware and tools retailer, decided to hire offshore teams to help tackle operational hurdles and propel the ambitious expansion of their eCommerce business.

Their initial experiences with offshoring using a freelancer model were adhoc, inefficient and unable to support their growth aspirations.

Total Tools turned their attention to the Philippines as a destination for offshore talent. Recognizing the need for a reliable and structured offshoring partner, they evaluated potential providers and ultimately chose MicroSourcing for their offshore outsourcing needs.



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When we looked to outsource, we aimed to get our eCommerce business to grow from \$1 million in sales to over \$20 million in sales - we just didn't have the resources to make that happen locally.

- **Darren Gunton**
GENERAL MANAGER MARKETING,
TOTAL TOOLS

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When Total Tools were looking for a partner, what stood out for me with MicroSourcing was their ability to source great talent.

- **Darren Gunton**
GENERAL MANAGER MARKETING,
TOTAL TOOLS

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Our previous experience with offshoring was hiring freelancers, which proved always very difficult; recruitment was horrible and there was no coordination.

- **Darren Gunton**
GENERAL MANAGER MARKETING,
TOTAL TOOLS

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What attracted me to MicroSourcing as an offshore partner was that they were trusted, they had a good reputation, they had the experience and a dedicated team that were of the scale to back up our growth goals.

- **Darren Gunton**
GENERAL MANAGER MARKETING,
TOTAL TOOLS

5+
YEARS

The partnership: achieving significant eCommerce growth



A 2,000% increase in
eCommerce sales



A 200% increase in online
conversion rates



A 300% increase in
website traffic over
two years

The partnership between Total Tools and MicroSourcing began with just two graphic designers, addressing a critical need in their eCommerce business.

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Total Tools reached out keen to have a conversation about hiring two offshore graphic designers as they needed help optimizing around 10,000 product images on their website.

- Sean Baker
VICE PRESIDENT FOR SALES AND
BUSINESS DEVELOPMENT,
MICROSOURCING

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We were struggling in trying to hire local graphic designers. We worked out our existing resources were going to take two or three years to achieve what MicroSourcing has achieved in record time.

- Darren Gunton
GENERAL MANAGER MARKETING,
TOTAL TOOLS

After that initial success, the collaboration grew in scope over time. **Now, Total Tools' offshore team consists of over 40 full-time dedicated team members** encompassing graphic design, loyalty, advertising, website optimization, content development, customer service, logistics, merchandising and IT.

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What strikes out for MicroSourcing is their ability to track down great talent for us and enable that talent to be interviewed and rolled into the business easily.

- Darren Gunton
GENERAL MANAGER MARKETING, TOTAL TOOLS



Total Tools has implemented a successful offshore-onshore model by choosing MicroSourcing, with six onshore marketing team members focusing on strategy development and guidance, while their offshore team of over 40 people executes that strategy.

Not only was Total Tools able to achieve its online sales growth goal of 2,000%, but also increased online conversion rates by 200% and website traffic by 300% across two years.

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We got Total Tools to an offshore team of 40 based on their confidence and trust in MicroSourcing.

- Sean Baker
VICE PRESIDENT FOR SALES
AND BUSINESS DEVELOPMENT,
MICROSOURCING

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We had a very steep growth aspiration. We managed to achieve our goal and more very early on with the help of MicroSourcing and the talent and resources they could bring to the table.

- Darren Gunton
GENERAL MANAGER MARKETING,
TOTAL TOOLS

The continued success of Total Tools' partnership with MicroSourcing can be attributed to MicroSourcing's ability to source and recruit dedicated teams in the Philippines.

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The reason we continue to use MicroSourcing is we simply cannot find or afford the talent we need locally. With MicroSourcing, we can now find talented, educated, dedicated and hardworking people easily.

Darren Gunton
GENERAL MANAGER MARKETING, TOTAL TOOLS

What does the future look like for the MicroSourcing-Total Tools partnership?

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Our future with MicroSourcing will go from strength to strength. We are always looking at new roles, we are always looking at growing the business. There is still so much untapped potential on where we can take our outsourcing model with MicroSourcing.

- **Darren Gunton**
GENERAL MANAGER MARKETING,
TOTAL TOOLS

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We have a wonderful relationship with Total: open and transparent - we are genuine partners. While they set off with an ambition to save money around a specific project, their outsourcing operation has quickly become a core strategic extension of their business, leveraging the deep talent pool that is the Philippines.

- **Sean Baker**
VICE PRESIDENT FOR SALES
AND BUSINESS DEVELOPMENT,
MICROSOURCING



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