



Building relationships and servicing Independent Contractors

Presented by

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The agenda



- Entity Solutions – who and what
- Understanding Independent Contractors
- Building relationships
 - Entity Solutions Case Study
- Servicing Independent Contractors



ENTITY SOLUTIONS

WHO AND WHAT....



Getting to know Entity Solutions



Founded in Melbourne in 1999

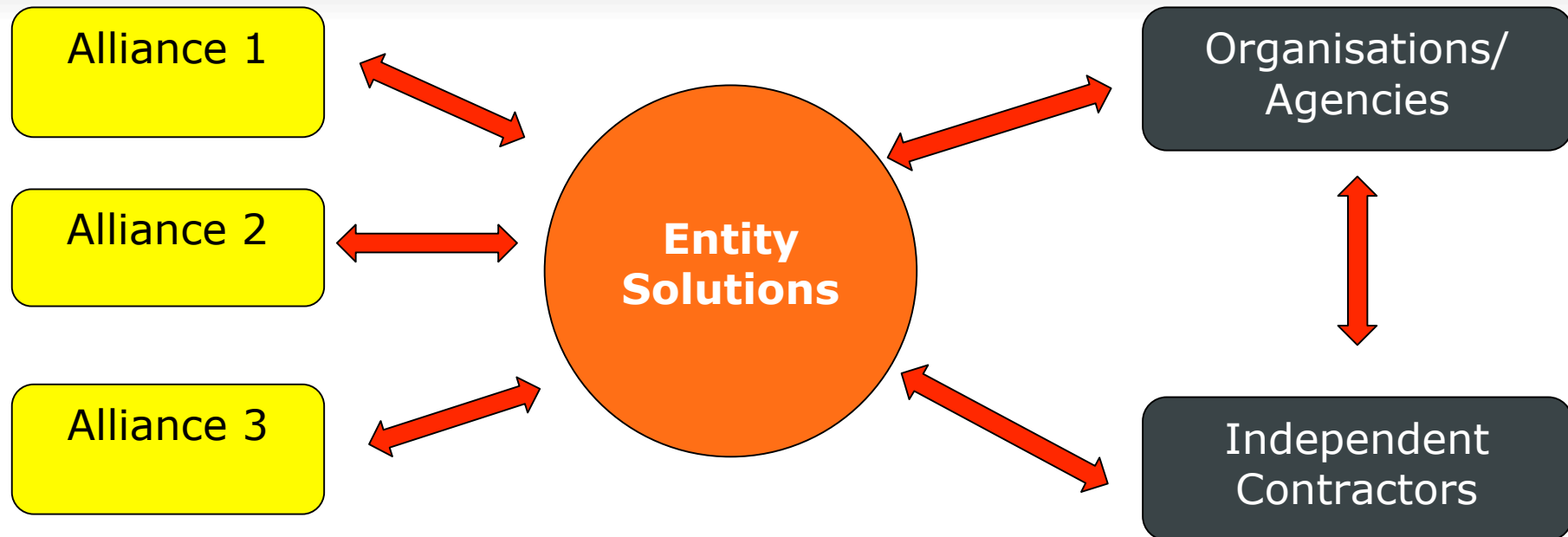
An Australian company

Offices in Melbourne, Sydney, Brisbane and Perth

Servicing white collar independent contractors (referred to as Independent Professionals or IPros by Entity Solutions) and organisations that engage them

Delivering professional engagement, business, financial, migration, administrative and back office services

Have managed more than 12,000 Independent Contractors, worked with thousands of companies and hundreds of recruitment agencies





UNDERSTANDING INDEPENDENT CONTRACTORS



Understanding Independent Contractors



•Survey

•Knowledge

**Independent
Contractors**

•Record
keeping

•Feedback loop



Independent Contractors What we now know...



- Exhibit the attributes of an **entrepreneur**
 - Don't mind changes, challenges and stimulations
 - Enthusiastic and inspired by what they do
 - Strong positive attitudes

- **Business operator** – individuals as organisations
 - Are willing and have the need to outsource non core activities

- Technically very **competent** and **resourceful**



Independent Contractors What we now know...



- **Time poor** – time is money!
- **Pull factor** not push factor to doing contract work
- They need to build **multiple relationships** – suppliers, agencies, organisations, alliances etc
- They do feel a sense of **attachment** and **loyalty** to their client organisation and the people they work with
- They are a **sustainable (and growing) workforce** in Australia



BUILDING RELATIONSHIPS

ES Case Study



Brand alignment



Brand Essence

Brand
Positioning

Brand
Promises

Brand
Applications

Align our people to
embrace and live our brand

Absolute peace of mind



Building relationships



Absolute peace of mind



SERVICING INDEPENDENT CONTRACTORS

Absolute peace of mind



Servicing Independent Contractors



- ✓ **Understand** them **REALLY** understand them!!!
- ✓ Build a meaningful **relationship**
 - start with respect and build towards trust
- ✓ Fit your **systems** and **processes** to their needs
- ✓ Ensure your **people** follow your brand promises ... at all times
- ✓ Have a **relevant** and worthy product / service to offer them
- ✓ Be **concise** and mindful of their **time** constraints



Questions



Absolute peace of mind