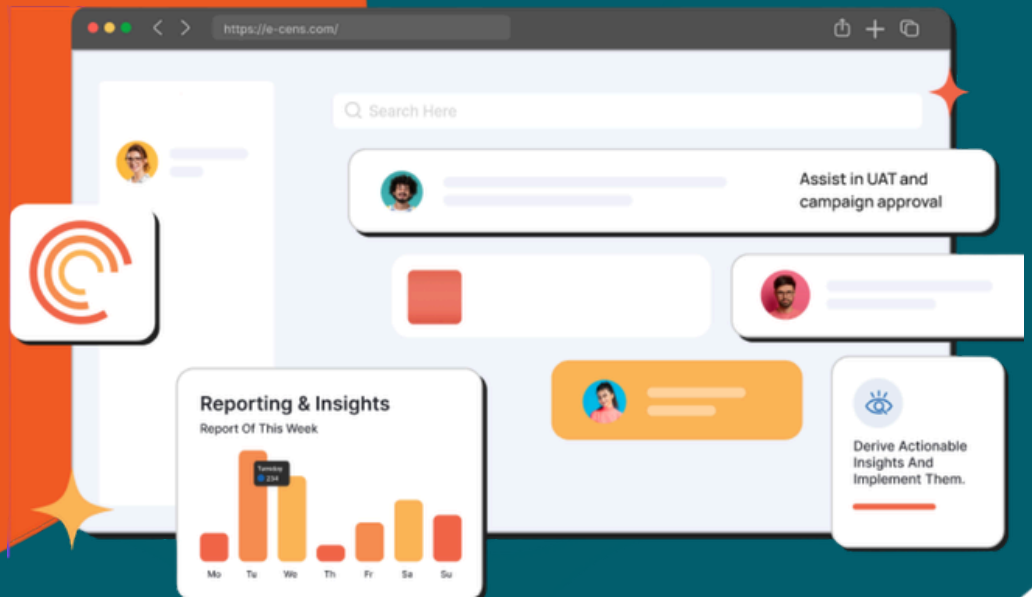




Hans Advisory & Trust Co. Transformed Compliance & Service Operations with HubSpot

Hans Advisory & Trust Co. partnered with HuboExperts to build a centralized compliance and service operations platform in HubSpot, automating recurring renewals, tax filings, regulatory submissions, payment tracking, and escalation workflows to ensure timely and accurate service delivery across all client entities.



250+ Hubspot Projects Running Successfully

8.78% Open Rate Increased

1.9% Conversion Rate Increased



About Hans Advisory & Trust Co.

Hans Advisory & Trust Co. provides corporate advisory, trust administration, compliance, tax, accounting, and regulatory services across multiple jurisdictions. Managing recurring obligations, renewals, filings, and client deliverables required significant operational coordination across finance, operations, and management teams.

Industry	Corporate Services, Trust Administration & Advisory
Company size	51–200 Employees
Headquarters	Labuan, Malaysia
Website	www.hansworldwide.com

As the business expanded, the organization needed a centralized system capable of tracking service obligations, automating recurring processes, managing deadlines, and ensuring complete visibility across all client service activities.

Client Overview

Hans Advisory & Trust Co. manages numerous recurring service obligations including:

- Annual Returns
- Annual Fees
- Trust Deed Renewals
- Audited Accounts
- Adoption of Accounts
- Corporate Tax Filings
- License Renewals
- Office Agreements
- Residential Agreements
- LFSA SMS Submissions

Each service follows specific timelines, documentation requirements, payment processes, approvals, and authority submissions.

The company required a scalable system that could automatically manage these processes while reducing manual monitoring and administrative overhead.

Major Challenges Faced by Hans Advisory & Trust Co

Before partnering with HuboExperts, the organization faced several operational challenges:

- Tracking multiple compliance and renewal deadlines across numerous client entities.
- Managing recurring service cycles manually.
- Limited visibility into overdue activities and outstanding actions.
- Difficulty coordinating responsibilities between finance, operations, and management teams.
- Risk of missed deadlines for filings, submissions, and renewals.
- Heavy reliance on manual follow-ups and reminders.
- Lack of centralized tracking for payments, documents, submissions, and confirmations.
- Inconsistent monitoring of service completion across departments.

Solutions Provided by HuboExperts

HuboExperts designed and implemented a fully automated HubSpot operations ecosystem to manage recurring compliance, accounting, taxation, and corporate service workflows.

1. Centralized Company Records Management

Company records were established as the foundation of the automation framework.

Key company information stored within HubSpot includes:

- Company Status
- Company Owner
- Jurisdiction (Labuan/UAE)
- Date of Incorporation
- Financial Year End
- Trust Deed Creation Date
- License Information
- Relationship Owners

This data serves as the source of truth for calculating due dates, assigning ownership, triggering automations, and generating future service schedules.

2. Automated Compliance & Service Ticket Creation

HuboExperts implemented automated ticket generation based on company information and service schedules.

The system automatically creates tickets before critical due dates for services such as:

- Annual Returns
- Annual Fees
- Trust Deed Renewals
- Corporate Tax Filings
- Audited Accounts
- License Renewals
- Regulatory Submissions

This ensures that no compliance obligation or recurring service requirement is overlooked.

3. Payment Tracking & Financial Workflow Automation

HuboExperts implemented automated payment management within HubSpot.

Payment records are automatically generated whenever payment tracking is required.

The system tracks:

- Invoice Preparation
- Invoice Delivery
- Payment Receipt
- Rejected Payments
- Payment Confirmations

Ticket progression depends on payment status, ensuring services cannot proceed without required financial validations.

4. Automated Task Management

To support operational execution, HubSpot automatically generates tasks based on ticket stages.

Operations Tasks

Tasks are automatically assigned to the responsible Company Owner and operations team members.

Examples include:

- Prepare Form 27
- Prepare Signing Documents
- Client Follow-Up
- Prepare Lodgement Documents
- Prepare MyTax Draft
- Tax Submission
- MITRS Submission
- Authority Submission
- System Verification Updates

Finance Tasks

Finance-related activities are automatically assigned to the finance team.

Examples include:

- Prepare Invoice
- Issue Invoice
- Follow Up Outstanding Payments
- Verify Payment Receipts

This created clear ownership and accountability across departments.

5. Automated Reminder & Escalation Framework

To eliminate missed deadlines, an intelligent reminder and escalation system was implemented.

The system automatically sends reminders:

- Every 3 Days
- Weekly
- Every 2 Weeks

If actions remain incomplete, escalation notifications are automatically sent to management and senior stakeholders.

This ensures overdue activities receive immediate visibility and intervention before compliance risks arise.

6. Smart Ticket Validation & Stage Automation

HubSpot workflows were configured to validate process completion before allowing tickets to progress.

The system verifies:

- Document Readiness
- Submission Confirmations
- Payment Completion
- Filing Status
- Client Approvals
- Authority Confirmations

If required conditions are not met, tickets automatically return to previous stages for corrective action.

This prevents incomplete or inaccurate service completion.

7. System Update & Compliance Verification Process

Before any service process can be closed, users must complete a dedicated System Update stage.

Required confirmations include:

- Documents Uploaded
- Filing Updated Externally
- Client Updated
- Submission Confirmed
- Payment Confirmed
- Authority Confirmation Received

Automated reminders continue until all mandatory updates are completed.

This ensures HubSpot always reflects the latest status of externally completed work.

8. Automatic Ticket Closure & Future Due Date Management

HuboExperts configured automated closure workflows that only complete a ticket once all requirements have been satisfied.

Upon successful closure:

- Service cycles are completed automatically.
- Company due dates are updated.
- Future renewal schedules are recalculated.
- Reminder dates are regenerated.
- New compliance cycles are prepared automatically.

This created a self-sustaining compliance management system capable of supporting long-term client servicing.

9. Role-Based Operational Structure

The system was designed with clear ownership across teams:

- Company Owners: Client follow-ups, ticket management, record updates, and submission confirmations.
- Finance Team: Invoice management, payment tracking, and payment verification.
- Operations Team: Document preparation, regulatory submissions, tax filings, and service execution.
- Management Team: Escalation handling, oversight of overdue activities, and service completion monitoring.

This structure ensured accountability, streamlined collaboration, and improved operational efficiency across the service lifecycle.

Business Impact

After implementing HubSpot with HuboExperts, Hans Advisory & Trust Co. achieved:

- Automated management of recurring compliance obligations.
- Centralized visibility across all service processes.
- Reduced manual tracking of deadlines and renewals.
- Improved accountability through automated task assignment.
- Faster identification of overdue activities.
- Automated payment and document tracking.
- Consistent service execution across departments.
- Reduced compliance risk through reminder and escalation workflows.
- Complete visibility into service status, submissions, confirmations, and payments.
- A scalable operational framework capable of supporting continued business growth.

Are you looking to grow your business or outsource your HubSpot CRM management?

Talk to us today!!



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