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WHITEPAPER

CLOUD EFFICIENCY 2018:
BENCHMARKING YOUR FIRM

CONTENTS

INTRODUCTION

The rise of digital has transformed the accounting industry, with global tax authorities embracing the possibilities of increased revenues, such as 'Making Tax Digital' in the UK. In 2018, as we enter the 'post-tech' age, it's no longer enough for your firm simply to use accounting software like Xero or QuickBooks – as everyone's doing it. So how can you make your practice stand out from the crowd and avoid getting left behind? The answer lies in leveraging digital technology to its full potential.

Client experience is one of the most important areas where digital tools have enabled accountants to up their efficiency. With new mobile apps that sync across multiple devices, clients can submit data from anywhere with an internet connection, no longer needing to visit the practice in person.

Another massive improvement for both clients and accountants comes from going paper-free. This frees up more time for providing individual advice and tailored services to clients, such as up-to-date information on client business performance. Driven by cloud technology, clients can access this data in real-time from anywhere in the world, allowing them to make more informed data-driven decisions.

83% **OF ACCOUNTANTS SAY THEY NEED TO UNDERSTAND TECH AS WELL AS THEY UNDERSTAND ACCOUNTING**

Enhancing the accounting firm itself is another key area where cloud-based accounting offers opportunities for increased profitability and growth. Not only can tasks across the business be completed more efficiently, but firms can also boost growth by taking on more clients without needing to spend time and money on hiring and training new staff.

Technology can increase profits on the services your firm offers by automating away processes, reducing both time spent and costs for staffing. What's more, there's no need to limit your client base to your immediate geographical area; with cloud-based technology you can source a whole range of new clients from across the world.

72% OF **CLIENTS WHO SWITCHED** FIRMS BLAMED **LACK OF PROACTIVE CLIENT SERVICE**

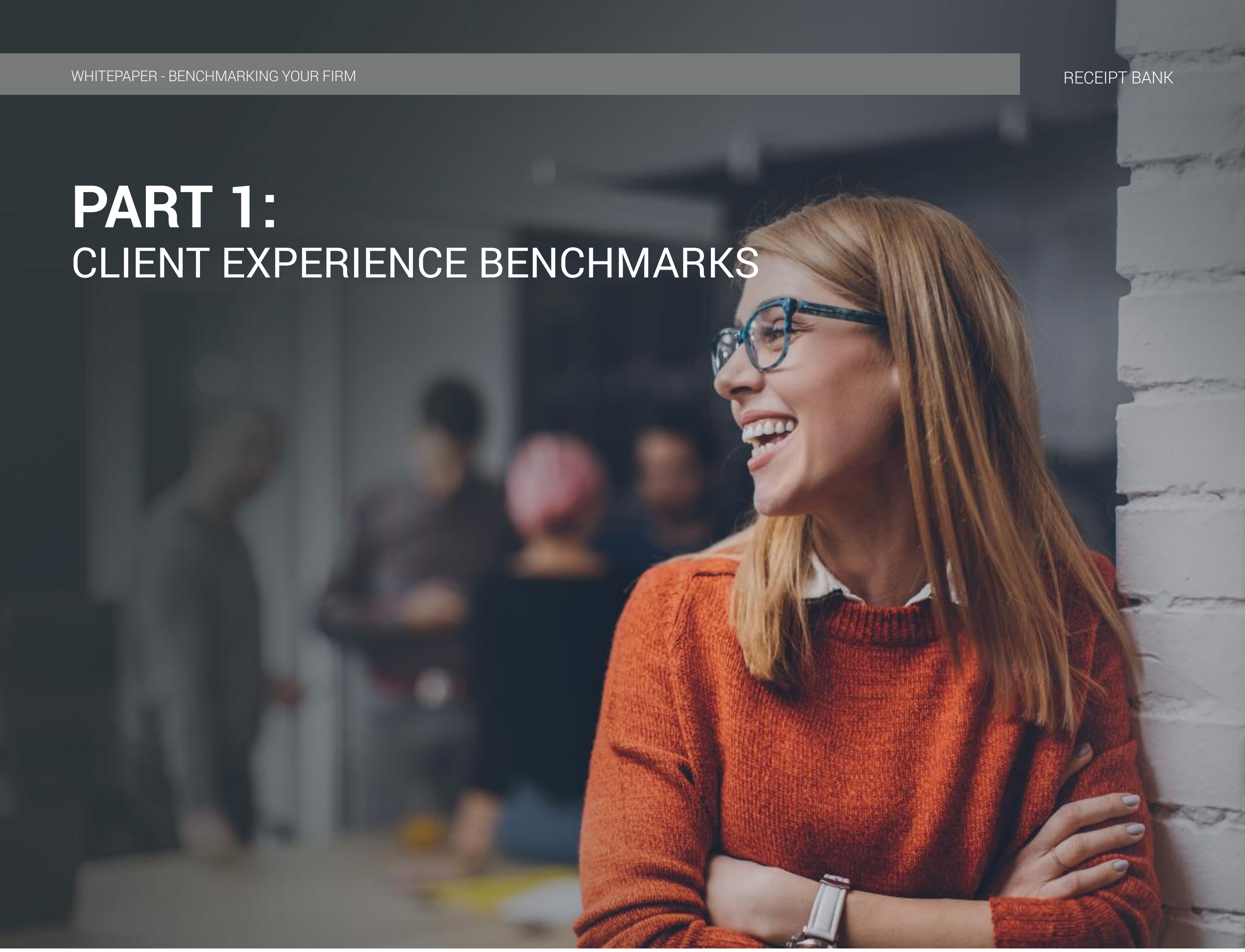
Finally, taking your accountancy firm into the cloud enables you to ultimately make your firm more valuable. Firms that revolve around efficiency, using automated digital processes, can become up to **five times more valuable**, according to research from Receipt Bank. Importantly, an API-based business is in a position to integrate seamlessly with client's preferred software, offering invaluable flexibility and functionality. Building the best possible firm for your clients and your team makes a difference to everyone. This is how your firm can achieve real value.

Digital tools are essential for any accountancy or bookkeeping firm aiming for success in the 21st century. Accountants know this, **with 83 percent saying they need to understand technology** just as well as they understand accounting. But despite this, 48 percent of advisors are still worried about being left behind in the digital age.

In 2018, it's no longer enough just to have the latest digital tools; your firm also needs to take full advantage of them. Technology allows you to drive maximum value for both your firm and your clients. There's no time to waste.

In our work with some of the world's leading firms, we have gathered data on what can be achieved by implementing best practices. In this paper, we'll examine how top firms are redefining what efficiency looks like, and explain how you too can use digital tools to improve your business processes.

We'll benchmark the key areas every successful digital accountancy firm should focus on, starting with benchmarks for client experience, followed by bookkeeping efficiency and, last but not least, benchmarks for growth.



PART 1:
CLIENT EXPERIENCE BENCHMARKS

CLIENT EXPERIENCE IS, SIMPLY, HOW YOUR CLIENTS EXPERIENCE YOUR BUSINESS.

From the big things like the quality of your work, to the small ones like your handshake or your email manner - these all contribute to and shape client experience. Every single client touchpoint can have a positive or negative impact on how the client feels about working with you.

In an industry that's becoming increasingly automated and uniform in quality - how will you differentiate yourself? Client experience plays a critical role, underscored in a recent report from Gartner, in which 89 percent of businesses said they expect client experience to be their primary differentiator.

In this section, we examine and benchmark two KPIs that will help you make your firm's client experience stand head and shoulders above the competition.

KPI ONE: NET PROMOTER SCORE

BENCHMARK: AT LEAST 18 PERCENT NPS

The Net Promoter Score (NPS) is an index that measures the willingness of customers to recommend a company's products or services to others. Firms use it to assess the client's overall satisfaction with a product or service and evaluate the resulting brand loyalty. Established by Bain and Company in 2003, the NPS divides clients into three categories:

- Promoters: loyal enthusiasts who keep on buying and encourage their friends to do the same
- Passives: satisfied but unenthusiastic clients easily lured away by the competition
- Detractors: unhappy clients 'trapped' in a bad relationship with the firm

Sending a NPS survey to your clients provides you with feedback to understand where you stand with them, and how you can improve. The survey centres around the simple question, "Are you going to recommend our firm to others? And why?" The resulting NPS is calculated by your percentage of promoters, minus your percentage of detractors.

WHY DOES THE NPS MATTER?

It's critical to understand just how good your service really is. Without evaluating your client experience at scale, you won't spot potential problems – and you'll risk losing clients. With NPS, you'll gain essential insights that may enable you to keep clients you'd otherwise have lost. NPS can help you drive your business forward in the short-term while also understanding what you should be doing to encourage long-term growth. In an industry defined by increasing automation, client satisfaction is one of the most useful ways to differentiate your firm and reduce your churn rates.

THE TOP THREE REASONS FOR CLIENT CHURN:

1. No proactive service, only reactive service
2. Poor responsiveness
3. Referral to a new firm from a trusted source

Source: Sleeter Group

of its clients. As you can see above, two of these are due to clients having a poor experience, and the other because they believe they can find a better one.

With that in mind, referrals become increasingly critical as client experience becomes a unique selling point. According to an Intuit report from 2016, 80 percent of new clients for firms should come from referrals. Delivering excellent client experience will not only help you retain clients but will also be a core driving factor in growing your business via referrals.

BENCHMARK SCORES FOR NPS IN THE ACCOUNTING INDUSTRY

With customer experience becoming a key growth driver, the global accounting industry is embracing NPS. Inavero, a global survey provider, puts the NPS benchmark for overall satisfaction in the accounting industry at 18 percent for 2017.

	2017	2016	2015	2014	2012
Net Promoter Score	18%	28%	31%	31%	21%
Average Score	7.67	8.02	8.13	8.03	7.72
% Promoters	43%	48%	51%	49%	42%
% Passives	32%	33%	29%	33%	36%
% Detractors	25%	20%	20%	18%	21%

Source: Inavero 2017

SO WHAT ARE SOME NPS BEST PRACTICES TO GET STARTED WITH?

Time your surveys strategically

Don't just fire up your survey tool and send NPS surveys to all your clients in one big blast. It's much more effective to time the surveys to coincide with the client journey throughout their lifecycle with your firm. For example, you might send surveys to clients when you've just finished delivering a specific service. Similarly, make sure your new clients have actually had chance to experience your services before asking for feedback.

Measure regularly

Client opinions of your firm and your services can change over time. That's why it's important to conduct more than one NPS survey over the lifetime of a client's journey. Done regularly, NPS helps your firm stay on track with serving your clients to the highest possible standard.

Make use of the feedback
After taking the time to gather feedback from your clients, you and your team need to discuss how best to implement it. This is normally a good stage to meet and reflect on the feedback, and get full buy-in from everyone.

Don't ignore the negative bits
Not all feedback will be positive and most firms will find ways to improve. The only way to get full benefit from NPS is to consider all feedback, including the negative.

Improve employee engagement
Your employees are a critical part of client satisfaction, as they tend to be on the frontlines delivering client services. Getting their buy-in with the entire NPS process helps with integrating feedback into their daily interactions with clients.

PARTNER CASE STUDY: REHMANN

Michigan-based firm Rehmann won Inavero's 2017 Best of Accounting Award for client service excellence, an NPS score of 79

"Mitch Reno, Director of Client Experience at Rehmann says, "Client experience drives all we do. Our service model provide a framework for delivering optimal service, supported with training and resources that empower our employees to deliver differentiated experiences."

Mitch Reno
Director

KPI TWO: CLIENT ENGAGEMENT

BENCHMARK: MONTHLY ENGAGEMENT AT MINIMUM

80 percent of high-performing accountancy firms say adding value to their existing clients is their most effective means of growing. If you're not a regular presence in your clients lives, how can you add value? Lack of communication can spell trouble. It can mean either your clients don't value your services, or there's some aspects they don't understand. Either way, it's critical to address the issue and ensure frequent, personal interactions with all your clients – or risk losing them to a competitor. And what's more, good communication is central to growing and maximising your relationships.

Effective communication makes clients feel valued – whether it's a Skype call, an email or simply picking up the phone. Regular, personalised contact also illustrates the value you provide as an adviser, making you an indispensable part of your client's business success. Here are some tips for improving your client communication skills and maximising engagement levels.

FIVE GOLDEN RULES FOR BETTER CLIENT ENGAGEMENT

Don't put communication on the clock
If time is money, it may feel counter-intuitive to take client discussions off the clock. But regular, honest communication is key to building trust in your business relationships, and that can be hard to establish when clients sense the clock ticking in the background. So instead of billing for each communication, turn off the clock and focus on understanding where you can help. Charge clients for value delivered, rather than billing by the hour. This establishes you in their mind as a valued advisor rather than a drain on their cash flow. When you've figure out their problems, you can offer truly valuable solutions that you can charge more to deliver. This way, both sides win.

Make clients feel they matter
You should make time to engage with each of your clients. Schedule regular calls and meetings, and be timely with your replies to their messages. Seek feedback from your clients, and listen carefully to their concerns. If there's an issue, resolve it – and thank the client in full. Remember, no news is not necessarily good news.

Be proactive about connecting
A great accountant is proactive, so make sure you schedule in time to stay in touch with your clients, not just letting them call you first. In the meantime, keep an eye on clients' numbers to spot any potential problems before they become urgent, guiding your clients so they can view the road ahead with confidence.

Communicate through varied channels
If your client prefers keeping in touch via Twitter or Facebook, you should be open to this. Of course, a phone call or physical meeting is usually best to discuss complex issues, but every chance to communicate with your clients is a chance to build trust and strengthen your relationship – and social media and digital tools make that far easier.

Focus on their concerns
In meetings, don't just talk about current work. Talk about the whole business, how it's faring and any known issues: you might just discover more work. This could present the opportunity to offer help beyond the basics – such as payroll management, strategic advice and software implementation.

What's more, mobile apps are a great way to improve the customer experience, giving clients freedom to submit items anytime from anywhere. When it's easy to send in receipts or invoices, your clients are more likely to engage with you.

PARTNER CASE STUDY: BLAND & ASSOCIATES

Receipt Bank partners Bland & Associates currently have a 79% mobile submission rate as they stress the use of the mobile app from the beginning of the relationship.

"The main response we get from clients using the app is that they love it and it's very easy. They love being able to snap the image of the receipt, submit, and then not have to worry about it afterwards," said Cassie Helming, Associate.

"It most certainly makes our lives easier," she says. "It's by far one of our favorite integrations with QuickBooks, as well as in itself – such an awesome tool!"

Cassie Helming
Associate

PART 2:
BOOKKEEPING EFFICIENCY BENCHMARKS

DOING BOOKKEEPING THE OLD-FASHIONED WAY CAN POTENTIALLY TAKE UP LARGE CHUNKS OF YOUR FIRM'S TIME.

That's why it's critical to monitor your team's bookkeeping efficiency levels and search for ways to improve.

As delivering bookkeeping services takes a similar amount of time for most firms, the only way to achieve competitive pricing is by charging less, but this comes at the expense of profit margins. The combination of this labour-intensive, antiquated process and an emphasis on price negatively impacts the profitability of bookkeeping services.

Technology is changing the game for bookkeepers. With tools such as those offered by Receipt Bank, your team can achieve more in the same space of time.

These tools can boost productivity by 3, 4 or even 5 times by making the bookkeeping process effortless, intuitive and automated - skyrocketing your efficiency, and outpacing the competition.

In this section, we look at three KPIs for bookkeeping efficiency, benchmark them, and explore how your firm can hit them, every time.

KPI THREE: BOOKKEEPER/CLIENT RATIO

BENCHMARK: 1:30-40

Before cloud technology, each bookkeeper could only serve a fixed number of clients. But now, automation software packages enable bookkeepers to take on a growing number of clients with ease. The number of clients per bookkeeper then becomes a measure of how effectively they're working with the technology.

> *After working five years as an employee bookkeeper and doing one client a day, I never thought I could handle 40 clients on my own.*

Michele Grisdale
Rainforest Bookkeeping

HOW TO USE THIS BENCHMARK IN YOUR TEAM

Setting a target metric for the number of clients to serve provides a clearly defined best practice target, while also increasing competition. This leads to increased productivity.

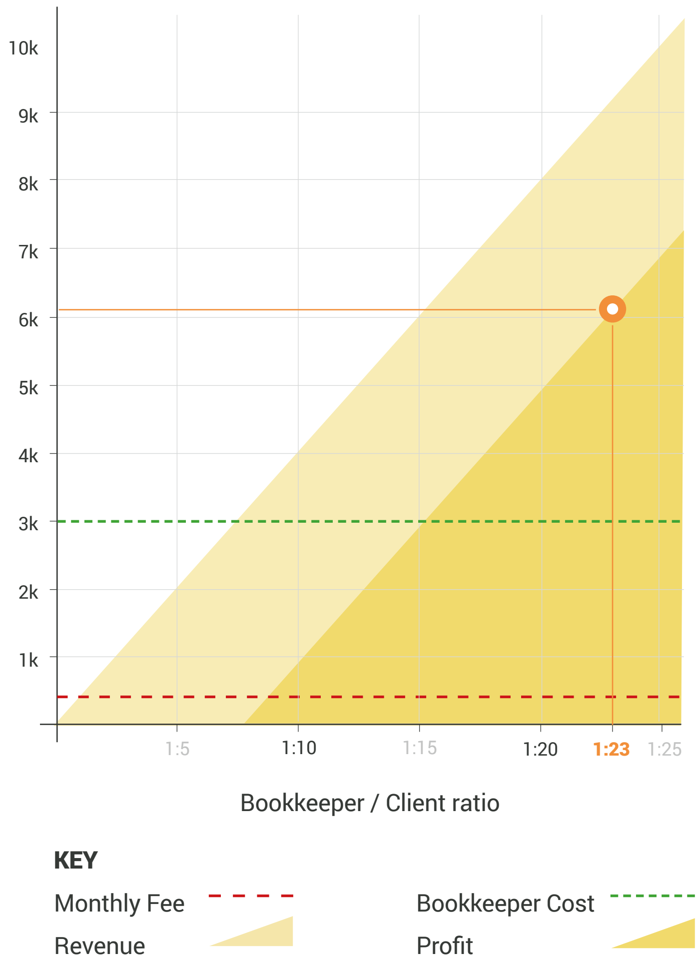
What's more, targets enable you to measure the cost of servicing each client and the value of your bookkeepers. Bookkeepers increasing the number of clients they handle will boost revenue by generating more fees, with the same amount of fixed staffing and overhead costs.

Tracking and optimising:
To work out your targets, start by recording and measuring the number of clients per bookkeeper on a month by month basis. For maximum efficiency we recommend that fees generated from bookkeeping staff should be 3 times their direct costs.

For example:

- The average client generates £400 in fees per month
- Your direct staff and overhead costs per bookkeeper is £3,000
- Each bookkeeper needs to generate revenues of at least £9,000
- At £400 per client, you can see the ideal ratio is 1:23, as shown in the below charts

Bookkeeper / Client ratio	1:10	1:20	1:23
Monthly Fee	400	400	400
Bookkeeper Cost	3,000	3,000	3,000
Revenue	4,000	8,000	9,200
Profit	1,000	5,000	6,200



PARTNER CASE STUDY: IBEO

Dutch accounting firm IBEO have been able to optimise this metric with great success, and serve over 500 clients with a team of just 16, a bookkeeper to client ratio of 1:31.

"We don't want our clients to feel like another number. To achieve this our team have dedicated roles - for example one person handles their taxes, one person handles their salary administration - so it still feels very personal."

Sjoerd Heijmans
IBEO Co-founder

KPI FOUR: CLIENT DELAY

BENCHMARK: **ITEMS SUBMITTED WITHIN 6 DAYS OF RECEIVING**

Client delay means the average amount of days between when a client first receives an invoice or receipt, and when they subsequently submit it to their bookkeeper. Many bookkeepers overlook this key metric, but it's critical for maximum efficiency. In fact, we believe it's one of the most important metrics for your firm to monitor.

The implications of the client delay metric are resounding. A 15-day delay at end-of-month means you'll have to wait another 15 days before that month is closed off, even after having paid, reconciled and stored everything else the client has submitted. What's more, constantly chasing the client for missing items creates strain in the relationship. Hounding the client is unavoidable when deadlines loom, yet risks compromising the flawless customer experience you'd rather be offering.

In addition, delay can have serious implications for clients' cash flow management. When books are out-of-date because of long delays in submitting items to you, problems can easily arise. This is especially important for expenses, since if your client has a large invoice owing but hasn't submitted it, they may think they have more money available than they actually do.

In the increasingly challenging small business landscape, where **20 percent of payments to small businesses in 2016 were reported as late**, keeping a healthy cash flow has become more critical than ever. Even better, low delays mean happy clients. Clients who have real-time data and aren't being chased report much higher customer satisfaction levels.

As the Bland & Associates case study showed us, using a mobile app to submit receipts can significantly improve the client experience. In fact, our data shows that clients whose items are processed in less than 7 days rate their client experience 3x higher than those processed in 7 - 30 days. And the average client delay using paper receipts is 20 days, dropping to 5 days for clients using the mobile app.

To improve data submission efficiency still further, consider bringing in other cloud-based systems as part of your client experience. We recommend using email forwarding or a dedicated Dropbox folder for each client to submit their receipts as digital scans or phone photos. This significantly improves efficiency compared to using paper submissions.

KPI FIVE: PROCESS DELAY

BENCHMARK: **LESS THAN SEVEN DAYS**

Client Delay relates closely to another important metric - Processing.

When client items have been submitted, but are hanging around waiting to be processed, it has the same effect as when clients send the items late. If no-one is processing the data, then it's not getting where it needs to be - published to your cloud software and reconciled. The longer items sit with your team, the more out-of-date your client's books will be.

So make it a priority among your bookkeeping team to check the inbox regularly and ensure all client items get published and reconciled on time. For additional motivation, set a benchmark that makes sense for your team, and consider using an incentive scheme to encourage faster processing of data.

Quick tips for incentive schemes:

- Bonuses should recognise 'exceptional' performance
- Team-based bonuses are great for bonding the team
- Strive for fairness to avoid resentment
- Avoid 'automatic' bonuses, which can reduce motivation

(Source: Computer Weekly)

PARTNER CASE STUDY: CLOUDWORX

South African firm Cloudworx use these metrics to ensure that their team and their clients and fulfilling their roles efficiently.

"I want to see a client delay of one day [meaning clients are submitting items the day they're received] and that their last submission was yesterday. Anyone with a delay of over seven days gets a phone call from me. I can now tell at glance that my team and my clients are all doing their jobs".

Gareth Price
Founder

KPI SIX: AUTOMATION LEVELS

BENCHMARK: 30 PERCENT OF EXPENSES

Another important metric for efficiency is automation levels, defined as the percentage of transactions processes handled without any touch points from a member of your practice.

When more of the repetitive day-to-day processes are automated, you can free up more time for your team to spend on managing any exceptions and focusing on delivering excellent client service. What's more, increasing automation levels also helps improve your profit margin, as your team can get more work done with the same number of employees.

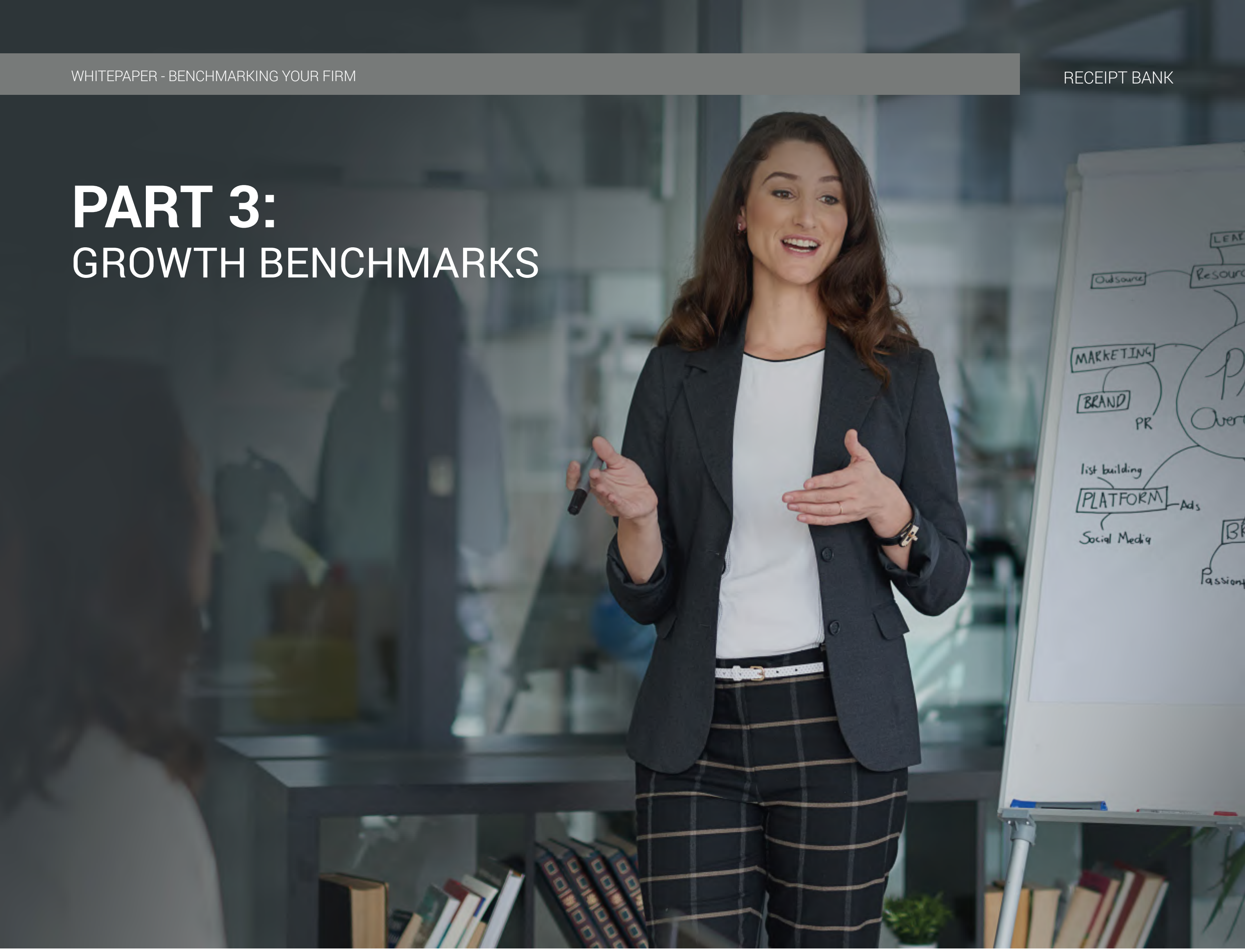
To boost your firm's overall automation levels, start by looking for repeatable tasks that can be easily automated. This could be as simple as automatic email forwarding or as sophisticated as automated data extraction and publishing. You could also look for recurring transactions that could be automatically published, such as office electricity bills, which come from the same supplier and fall under the same coding (overheads). This avoids the need to review recurring transactions every month when they come in. Automation is built into everything we do and you'll find many tasks where technology can take over, freeing up your team's valuable time for work that requires the human touch.

PARTNER CASE STUDY: BALANCED BOOKS & ACCOUNTS

Receipt Bank partner, Joe Lautier from Balanced Books & Accounts, shares his experience of using automation to free up his team's time and drive additional growth.

"Over a 3-month period we had put through 4200 documents. If you can then save 15 seconds per document with Auto-Publish, that adds up," says Joe. "Without Receipt Bank, we'd have had to stop growing 15 clients ago."

Joe Lautier
Director



PART 3:
GROWTH BENCHMARKS

TECHNOLOGY HAS OPENED UP A WHOLE HOST OF NEW BUSINESS OPPORTUNITIES WORLDWIDE.

The resulting rise in cloud-based and automated tools enables accounting and bookkeeping firms to reach potential new clients anywhere, anytime, while delivering a thoroughly efficient service. What's even better, you don't necessarily need to hire more staff in order to take your firm global. To maximise your potential for growth, there are a number of KPIs you should monitor closely. We discuss them here, along with suggested benchmarks to aim for.

KPI SEVEN: CHURN RATE

BENCHMARK: 10 PERCENT ANNUAL AVERAGE CHURN RATE

Churn rate refers to the rate at which a firm loses clients. It goes without saying that firms aiming for global growth need to take measures to cut their churn rate and keep it low. Churn rate is also an important measure of how successful your firm will be in the long run. It relates directly to your firm's lifetime value (LTV). That means reducing churn and increasing the LTV of your firm ultimately leads to an increased return on the customer acquisition cost (CAC).

A quick look at CAC

CAC is an important metric that's been increasing in use with the rise of internet-based advertising and marketing. It refers to the cost of convincing a potential client to buy your services. You can calculate your firm's CAC by simply dividing all the costs spent on acquiring more customers (marketing expenses) by the number of customers your firm acquired in the period the money was spent. For example, let's say your firm spent £100 on marketing and advertising in a year, and acquired 100 customers that the same year. In this case, your CAC would be £1.00.

Attracting vs retaining clients

In general, **it costs five times as much to attract a new client, than to keep an existing one.** And what's more, research from management consulting firm Bain & Company has shown that increasing client retention rates by just 5 percent **increases profits by 25 percent to 95 percent.** The annual average churn rate for accountants and bookkeepers (depending on firm size and location) **is about 10 percent across the board.** Keeping clients matters, so you should make sure to focus a significant part of your energies on building loyalty with the ones you already have.

The key to keeping your churn rate low can be found in building and maintaining strong client relationships, along with delivering an exceptional client experience. Technology can free up more your time to devote to your clients, while also providing a smoother, faster services and deeper insights to help you guide their business decisions. This approach adds real value and sets your firm apart from the competition.

It also presents a compelling reason for tracking your client engagement and NPS scores. By being proactive and finding issues before they turn into more serious problems, you can keep clients happy and keep churn rates low.

KPI EIGHT: GROWTH RATE

BENCHMARK: 12 PERCENT YOY REVENUE GROWTH

Our final benchmark centres around the all-important growth rate. According to a recent Partner Benchmarking survey, published in Xero's recent **'Digital or Die report'**, revenue growth at digital accounting firms was four times greater than the industry average.

In the accounting and bookkeeping industry, much of a firm's growth comes from client referrals. **As QuickBooks point out,** most accountants say that more than 80% of their new clients originate from existing client referrals. Lending even more support to this figure is the general consensus that traditional marketing activities, such as advertising and direct marketing, provide a relatively low ROI for accounting firms.

Indeed, a proactive focus on referrals can be far more effective than other marketing channels, in part because a referred client takes far less convincing than a cold target. They're already open to the specific value you offer, because their friend, associate or peer has given you a glowing endorsement and done all the hard work for you.

Clearly, with the importance of referrals, your firm should have a robust process in place for acquiring them. It's not enough to be vague and claim clients 'just know' they can refer their friends and colleagues to your firm. For a firm chasing growth, here are some tips to increase referrals.

Don't be afraid to ask

If you want more referral clients, you must commit to the process. After all, if you're delivering an amazing service to your clients, you've got no reason to be hesitant about asking for a referral. That's because a) they're delighted with your services and can endorse you fully, and b) you know you'll deliver the same quality service to the referred new client.

Make referrals easy
To make the process more effective, you'll need to make sure referrals are easy for your clients, the businesses being referred and, of course, for your firm. Not only do you need to provide clients with everything they need in order to refer effectively, you also need a seamless onboarding process for new clients.

Choose your referral partners carefully
Every practice ends up with bad clients they wish they could sack. Often these are clients you took on in the early days but were never really the right fit, or they're highly disorganised and demanding but on a low fee. Bad clients rarely make good referral partners. This may even be the perfect time to review your client base and ditch some of those troublesome and unprofitable clients.

Enhancing your offering with tech
If your firm specialises in accounting services only, why not consider adding bookkeeping to your offering? While many clients think of bookkeeping and accounting as synonymous, CPA firms know the difference. And business owners need both. They need someone watching the small change in the business, because dimes really do make dollars. But they also need someone looking at the big picture, recognizing business patterns, and providing advice on what those patterns reveal. Fortunately, technology now allows firms to provide both, in a way that is profitable for the firm while delivering added value for the client.

According to the AICPA's 2016 National Management of an Accounting Practice (MAP) Survey, the percentage of net client fees provided by client accounting services more than doubled for firms with revenue of at least $10 million, rising from 3.9 percent in 2014 to 9 percent in 2016. Client accounting services also produced double-digit percentage gains for firms with annual revenues from $1.5 million up to $10 million. Technology has taken tasks that were once costly and time-consuming and turned them profitable. And the cloud has made this technology available to even the smallest firms.

PARTNER CASE STUDY: KINDER POCOCK

Originally, Founder Sharon Pocock encouraged clients to do their own bookkeeping. While this saved some cost, it resulted in occasional errors and many clients found the process a burden. Sharon believed Kinder Pocock could provide a higher level of service with a faster supply of financial data.

"Receipt Bank has allowed us to bring our bookkeeping in-house and has made it just so easy and efficient," Sharon says.

"I get accurate data direct from my clients and receive it in real time. This makes it far easier for us to offer our clients proactive business advice at the time they really need it, rather than having to wait until the end of the month or year. Both turnover and net profit have risen drastically within a year, 40% and 61% respectively."

Sharon Pocock
Founder

CONCLUSION: FUTURE OF EFFICIENCY IN 2018

As we have seen in this report, many opportunities arise as digital removes constraints in the accounting industry. But alongside those opportunities come a host of new challenges. In closing, we examine what these look like in 2018.

Firstly, there's the issue of client switching. Keeping clients' books in the cloud means they're never more than a few clicks away from an up-to-date view of their business. But this convenience also brings some unexpected problems.

In the past, relying on hard-drives and stacks of paper presented a significant barrier for clients keen to change accountant. In contrast, in the digital age, clients can switch away from your firm with just a few clicks. Indeed, Accountex Group has reported that 72 percent of small businesses who changed accountants did so because their accountant did not offer proactive client service.

But don't let this be cause for concern. With great risk comes great opportunity.

Work on developing relationships with your existing clients and give them a service they can't do without. That's what will make them stick around, and also help you pick up those clients who are in transition between accountants.

Paying teams based on time spent is rapidly becoming a thing of the past. Cloud-based software packages, such as Receipt Bank, reduce the time needed to deliver a job, letting your team achieve more value with the same number of staff. Just as value pricing puts aside the timesheet based approach to billing clients, your digital firm should move away from a time-based approach to paying your team. Instead, aim to incentivise your employees based on performance, to make sure they keep on hitting those efficiency benchmarks. Used consistently across your firm, benchmarking helps you drive value and boost growth.

> ***"The most successful incentive-based systems that I've seen replace billable hours with a revenue target. The target is simple: the number of hours multiplied by the firm's charge out rate. They then adjust that for each month based on previous years' seasonality, so that every employee has their own revenue target each month. It doesn't matter how many hours you take to hit that target, but anything above it, the firm splits 50/50 with the employee.***

Damien Greathead
VP of Business Development
Receipt Bank

For accountants and bookkeepers the digital age offers exciting opportunities for growth. In order to ride the wave, you'll need to stay on top of the key metrics. We hope this report has given you a useful starting point to plan your firm's approach for 2018 and beyond.

ReceiptBank™

Receipt Bank is the leading bookkeeping productivity tool, used by over 4000 accountants and bookkeepers worldwide.

Receipt Bank extracts the key information from your clients' bills, receipts and invoices, removing the need for manual data entry. Receipt Bank then allows you to publish this data directly to your chosen accounting software.

Our Account Managers help you grow your business in a partnership that goes beyond just software to advice on marketing, to process mapping, pricing and more.

- Bookkeeping Analysis & Management
- Automating Data Extraction & Coding
- Line item extraction
- Accuracy 98%+
- Phone support + 24/7 email support
- Boost functionality
- While You Were Away workload manager
- Xero match
- Expense Reports
- Co-branded 5-Star Client mobile app
- World-class Integration with Xero, QuickBooks Online, Sage One, Twinfield, Kashflow, FreeAgent
- Built-in foreign currency support
- Project and Class management
- Dedicated training platform and education resources
- 5 Star reviews on Xero Community & QuickBoooks Apps.com
- A Personal Cloud Consultant to help you grow your business

TO FIND OUT MORE, GET IN TOUCH WITH OUR TEAM TODAY.

REQUEST A CALL BACK