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Satvir Birk, Partner, Sa & Birk



Changing client behaviour... for good

Accounting practice Sa & Birk were achieving dramatic efficiency gains from moving clients onto The BankLink Service. For the gains to continue, they needed to convince clients who had already invested in an electronic cashbook to make the switch to BankLink. No one likes change – but Sa & Birk had a plan.

Partner Satvir Birk says that after 2 years of using The BankLink Service, the efficiency gains his practice have made are easily quantifiable.

“For each client we have on BankLink, we save 4 to 5 hours per year. We used to assign 3 accountants to every 100 business clients. Now 1 accountant can comfortably handle those 100 clients. But our fees have stayed constant.”

The working environment has also improved considerably. “We’re not stressed at the end of the year anymore,” Satvir says. “Because we’re doing the work on a monthly basis, there’s no drama. We lodged all our company returns before Christmas last year, and we’ll do the same this year with our Super Fund clients.”

The key to the efficiency gains was convincing change-resistant clients to switch to The BankLink Service.

“We decided we would offer BankLink for free to high-transaction clients using electronic cashbooks,” Satvir explains. “We told them we were doing an experiment, and we kept printing out their general ledger as normal. After 3 months BankLink had memorised the codes for pretty much all their transactions. That gave us a silver bullet for getting them to change.”

“The proof is in the pudding. We sent clients their completed BAS before they had even entered any data like they normally would. Once clients realised just how much time they saved, it was easy to encourage them to make the move to BankLink.”



The free trial period was well worth it for Sa & Birk. “For clients who switch to BankLink, we reduce our input costs by 60%. And we don’t lose any clients who sign onto BankLink. A doctor doesn’t want to hire a bookkeeper, and a plasterer doesn’t want to do his own data entry – they don’t want to go back to the bad old days. Now everybody wins.”

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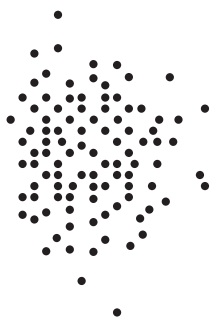
In addition to the savings that Sa & Birk have made with existing clients, Satvir says that the practice has been able to tap into new business opportunities.

“Our time has been freed up. BankLink Practice produces financial reports each month with just a few clicks – that’s been great for our planning division. We’ve also expanded our work on payroll issues and provide financial advice.”

Efficiency gains

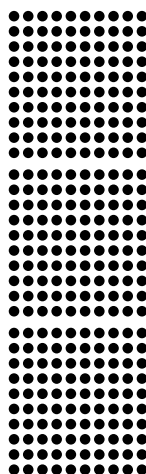
Before BankLink

3 accountants per 100 clients



After BankLink

1 accountant per 100 clients



Fact File

Sa & Birk

- South Brisbane and Coolangatta-based practices
- 2 partners, 8 staff
- Business Compliance & Advisory, SMSF Compliance & Advisory and Finance. Also have an in-house Financial Planning separate entity, consisting of 2 additional partners and 3 staff

Challenge

- Improve the turnaround time of clients using cashbooks
- Decrease the input costs of processing clients
- Convincing change-resistant clients to switch to The BankLink Service

Results

- Switched 80% of clients over to The BankLink Service
- 4-5 hours saved per client per year
- Input costs per client reduced by 60%
- Decreased turnaround time by 5 weeks
- Almost all transactions are automatically coded after 3 months
- Receiving transaction data monthly: smoothes workload and reduces stress

To find out more about BankLink contact us on:

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