

On the up and up

Looking for a way to grow your business? So were Brealey Quill Kenny, an accounting practice based in Perth. They found that efficiency was the key to growth.

Mark Murphy, a Senior Accountant at Brealey Quill Kenny, explains why the practice decided to start using The BankLink Service six years ago. “We were looking to streamline the way we were doing things. Having clients ‘doing their own books’ resulted in so many errors. We needed to implement a systematic approach.”

The feedback from clients was overwhelmingly positive. “In a small to medium sized business, the owner or manager’s spouse often looks after the accounts. These partners love the BankLink process because it saves them so much time

“Our BankLink clients who have an end of June financial year now have their accounts completed by the end of July”



Mark Murphy, Senior Accountant
Brealey Quill Kenny

– they don’t have to have any accounting skills, or worry about things like reconciliation. People especially like the BankLink Coding Report, because it’s so easy and simple.”

So the practice started encouraging more and more of their clients to use BankLink. “These days we take a “sign here” approach with clients. We show them a demo of The BankLink Service and how it works, and that’s generally all it takes. BankLink is perfect for any small to medium business. For us, the more clients we have on BankLink, the better.”

Fact File

Brealey Quill Kenny

- > Perth, WA
- > 25 staff

Challenge

“We were looking to grow, and realised that we needed to increase our efficiency and eliminate errors. We saw BankLink at a seminar and decided to give it a try.”

Impact of The BankLink Service

- > We are more efficient
- > Reduced bottlenecks
- > Partners have more time
- > The business has been able to grow

Results

- > Clients who have an end of June financial year now have their accounts completed by the end of July
- > For Superfund clients we use 100% BankLink, as it makes things so easy and simple

Practice growth using BankLink

No. of clients using BankLink



With the help of The BankLink Service, Brealey Quill Kenny can now turn work around a whole lot faster. "Our BankLink clients who have an end of June financial year now have their accounts completed by the end of July."

"BankLink is perfect for any small to medium business"

The quicker turnaround times translate directly into growth. "Since it's a standardised process, our junior accountants can now get on with the work while the partners meet with the clients. BankLink has helped to remove the bottlenecks that used to waste so much of our time."

And as the practice grows, BankLink also makes it easy for new staff to learn the ropes. "BankLink are great in their support. New employees find it very quick and easy to learn the process. Once they're using BankLink they always comment on how great it is."

For more information about how The BankLink Service can streamline the way you do business, call us on 1800 123 242 or visit www.banklink.com.au