

Retaining our rural clients

Glyn Morris's client base is largely made up of small rural businesses and farmers. These clients find it especially hard to keep up with their bookwork, and most have very little understanding of how the accounting process works. Glyn Morris needed to provide a service that was ultra quick and simple.



Glyn Morris & Co Pty Ltd is an accounting practice based in Strathalbyn, SA. Partner Andrew Morris explains that six years ago, their clients had to wait a lot longer, and get more involved in the processing of their accounts. "We were data processing using clients' bank statements – they had to get them to us and that took up their time. The processing itself was time-consuming for us – often the fastest way was to narrate every transaction. We were writing off a fair amount of time, and spending hours trying to explain things to clients, like what drawings are."

The introduction of GST in 2000 provided extra incentive for the practice to streamline their compliance workload. They decided to try something new. "When GST came in we transferred 95 per cent of our clients onto The BankLink Service. The result was a time reduction of 60 to 65 per cent per client – a massive saving. Anyone and everyone can use it – staff and clients. BankLink has made life easier for all of us."

RESULTS

- > 60 - 65 per cent less time spent per client
- > Fewer staff, and more clients
- > Time is no longer written off on compliance work
- > Increased profit
- > Vastly more efficient services provided to clients
- > Value-added services provided for no extra cost



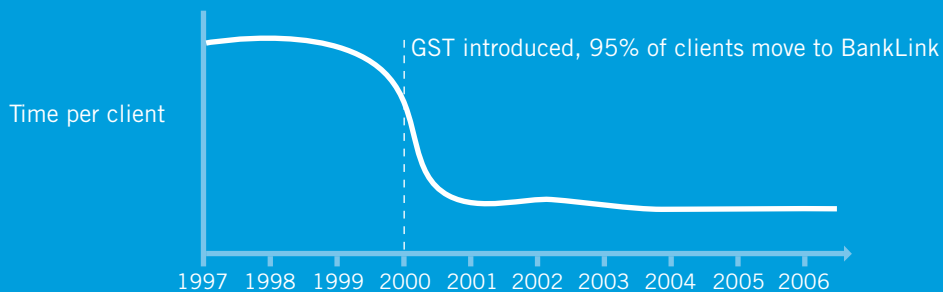
Andrew Morris
Partner
Glyn Morris & Co Pty Ltd

"BankLink has helped us provide an extremely simple and efficient service for our rural clients, along with value-added services for no extra cost. We have retained existing clients and attracted new clients as a result."

Unexpectedly, BankLink has helped Glyn Morris & Co Pty Ltd with their client retention, as well as their efficiency. "Our client base is very regional, and technology simply isn't a big part of their lives. Five years ago, faxes were new here. Email usage is very scarce. With BankLink, we can offer our clients an extremely simple and quick solution – The BankLink Coding Report. We just tell them to "sign here", and once they try it, they love it – they hardly have to do anything! And because they're happy with the service, they're happy to stay with us."

“ Using The BankLink Service has cut down the time it takes us to process client accounts by 60 to 65 per cent”

60-65% time savings with The BankLink Service



Andrew points out that there have been significant internal benefits as well. "When GST came in we had 17 accounting staff. BankLink has made us so much more efficient – we now have 11 staff and more clients. Naturally, our profit has increased as a result. And best of all, we can pass the savings on to our clients by providing more value-add services for the same cost."