

Adding value without adding cost

Specialisation provides opportunities to gain a professional advantage over your competitors. Pinn Deavin, who specialise in providing accounting services to Pharmacies, recognised the need to harness their competitive edge.

Neil Featherstone, a Partner at the practice in Sutherland, NSW, explains how they discovered The BankLink Service. "We trialled different software, and ran seminars with our clients to gauge their skill levels. BankLink was the best option, both for our clients and also for new staff. It's very easy to train new staff to use The BankLink Service. Our clients don't need to have accounting skills at all, because BankLink makes it so hard to make a mistake compared to other software options."

The majority of Pinn Deavin's Pharmacy clients have chosen to use BankLink, which is great for the firm's service offering and bottom line. "Pharmacies have to prepare their BAS every month rather than every quarter, which means that we

// *With BankLink you do it once and do it right* **//**

Neil Featherstone, Partner
Pinn Deavin



need to turn things around even more quickly. The BankLink Service is highly efficient and very cost-effective. With BankLink, we can complete the same amount of work with one less full time salary. Clearly this improves our margins, but it also means that we have the time to keep on top of things, and to provide an exceptional service for our clients."

Fact File

Pinn Deavin

- > Sutherland, NSW
- > 25 staff

Challenge

"We are in the top four accounting practices in Australia that specialise in providing accounting services to Pharmacies. We wanted to find the most efficient and cost-effective way to process Pharmacy accounts. This was especially important because Pharmacies have to prepare their BAS every month rather than every quarter."

Impact of The BankLink Service

- > With the time saved and more timely data at our disposal, we can provide value-added services such as benchmarking
- > It puts our clients in control, giving them the tools to manage the financial side of their business
- > We have more time to keep track of how things are going with each client, and offer a really great service

Results

- > We can process the same amount of work with one less fulltime accountant salary
- > We now have more skilled staff, rather than the 4 or 5 partially trained book-keepers that we had previously



