



NO PAPER TRAIL IN THE AUDIT PROCESS AS ACCOUNTANTS GO MOBILE

Using mobile technology to improve customer service, satisfaction and referrals adds up. And one accounting firm has the numbers to prove it.

NSW Central Coast accountants Bishop Collins credits savings of up to \$90,000 a year to the use of smartphones and tablets - powered by Telstra's Next G® Mobile Broadband network.

Bishop Collins audit team specialises in the Not for Profit, Registered Club and Retirement sectors. Its tax team specialises in ensuring their clients have the best asset protection strategies and tax efficient business structures for their type of operations.

According to partner David McClelland, mobile technology allows Bishop Collins to deliver - and deliver fast on their customer service proposition.

"In the last two years we've grown staff numbers by 20 per cent. It's to meet client growth largely realised through word of mouth referral," he said.

"Central to that growth has been the use of a mix of smartphones, tablets and on-the-go laptops. Simply put, it gives our specialist audit teams more face-to-face time and gives us smarter tools to give quality advice quickly."

The Bishop Collins audit team is highly mobile. Of the 120 man hours spent on an audit, 80 per cent will be done face-to-face at client premises. Where once auditors would have lugged massive folders from office to office, now it's a paperless audit – everything is scanned and shared.

"It used to be you'd go out to the client and hope you had everything in multiple bags in the back of the car. If you left something behind, there would be quite a delay," David said.

"Now I can download voluminous technical standards and legislation from sites like the ATO, and spreadsheets and other chunky business documents on a Tablet connected to the Telstra Next G network."

According to David, clients also need answers quickly, for example to finalise a purchase or get a tender across the line.

"With mobile technology I can look it up in five minutes, there's no delay. Tablets are lightweight, quick and because of the large screen, it's a lot easier to see the data," he said.

For a business that has a footprint in urban and regional NSW, great mobile broadband coverage needs to be a given: "Commuting between clients, some of which are located a two hour drive away, can really impact on work flow if we're not connected. Telstra's service and network spread means our people can continue to be productive and deliver on our customer promise," David said.

The resulting word of mouth endorsements means the firm doesn't have to spend additional funds marketing its brand. More good news for the bottom line.