

At a Glance:

- **Company**
 McInerney Saunders is a Professional accounting practice based in Swords specialising in accountancy and taxation services for SMEs.
www.mcinerneysaunders.ie
- **Location**
 Swords, Co Dublin
- **Industry**
 Accountancy & Taxation
- **Challenges**
 Delivery of a first class outsourced service to clients, with clear differentiation from competitors. Provide instant access via an online solution to collaborate on client accounts 24/7. Outsource low level data-entry work to India while still maintaining control.
- **Solution**
 accountsIQ's online solution branded as MIS own solution. Online access for outsourcers in India and instant access for clients to their accounts, reports and analysis.
- **Results/Benefits**
 Increased client visibility of their accounts, accessible 24/7. No up front investment for MIS or their clients. Greater value added service and increased client satisfaction.



“accountsIQ has assisted our firm with the growth of our outsourcing business. It allows real-time collaboration with our clients, because its concurrently accessible by us and our clients, allowing us to maintain excellent client contact and to review timely and accurate management information with our clients as required”

Neal Morrison, Partner, McInerney Saunders, Ireland

McInerney Saunders builds strong client bond using accountsIQ

Business Profile

McInerney Saunders is a firm of Chartered Accountants with offices in Swords in north county Dublin. The firm was founded in 1980 and offers accountancy and taxation services to business and not-for-profit clients. Currently comprised of six partners, backed by a team of qualified accountants, taxation practitioners, dedicated management support, outsource personnel and secretarial support staff. The firm is the overseas associate member for Ireland of The UK 200 Group of Chartered Accountants that comprises approx. 140 firms throughout the U.K.

Challenges

McInerney Saunders required a business solution that would make them stand out from the “vast accounting crowd”. They wanted to provide an accountancy service with a difference one that would ensure clients ongoing loyalty and ultimately add greater value to their practice. *“We pride ourselves on providing advice and support to clients on an on-going basis rather than simply meeting them once a year”*. The solution needed to be online and accessible 24/7, allowing clients and management simultaneous access, without requiring information to be sent via traditional methods e.g. email and post.

Solution

accountsIQ was selected to roll out to clients replacing the existing desktop applications. This allowed both practice staff and clients to collaborate on the same data and work together in real-time. *“We can now give clients on-demand access to their accounts, reports or analysis. Clients don't even realise they are using an online solution. Creating new clients is quick and easy, and we can import data from any software making their data transition extremely hassle free.”*

Key Benefits

- Allowed us to take on more clients without increasing headcount
- It frees up practice staff to focus on more value-added activity
- Increases the client's visibility of the quality of service they are getting. They can see daily progress on their accounts not just end of month
- AccountsIQ has extensive reporting and analysis capabilities allowing us to produce powerful management information (including graphs and Key Performance Indicators)
- Pay as you go model meant no upfront capital cost for us or our clients
- Enhances client satisfaction
- Easy roll out giving everyone an up-to-date view of our results at anytime.
- Handles multi-jurisdiction, multi-currency transactions with ease
- Visibility of group results and group sales analysis at the touch of a button