profit**cents**®

COURSE 300

ProfitCents University

LEVERAGING PROFITCENTS IN YOUR CLIENT SERVICE PLAN

2024

Agenda

1 **The Presenters**
Get to know your ProfitCents team

2 **Course 100 & 200 Recap**
Solving challenges through CAS and ProfitCents

3 **Client Service Plan**
Defining and discussing

4 **Elevating Your Engagements**
Building strong relationships

5 **Moving Forward**
Leveraging our services

Today's Presenters

Paul Savage

Director of Client Success

Cindy Thompson

Client Success Manager

Shelbie LeBron

Client Success Manager

Course Recap

200 & 300

Challenges

CAS

3 Tier Advisory Platform

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Client Service Plan

Defining

- Roadmap that defines the specific actions and processes around a firm's client service objectives and related professional responsibilities

Client Service Plan

Key Elements

Opportunity

Foresight to identify opportunity

Pairing

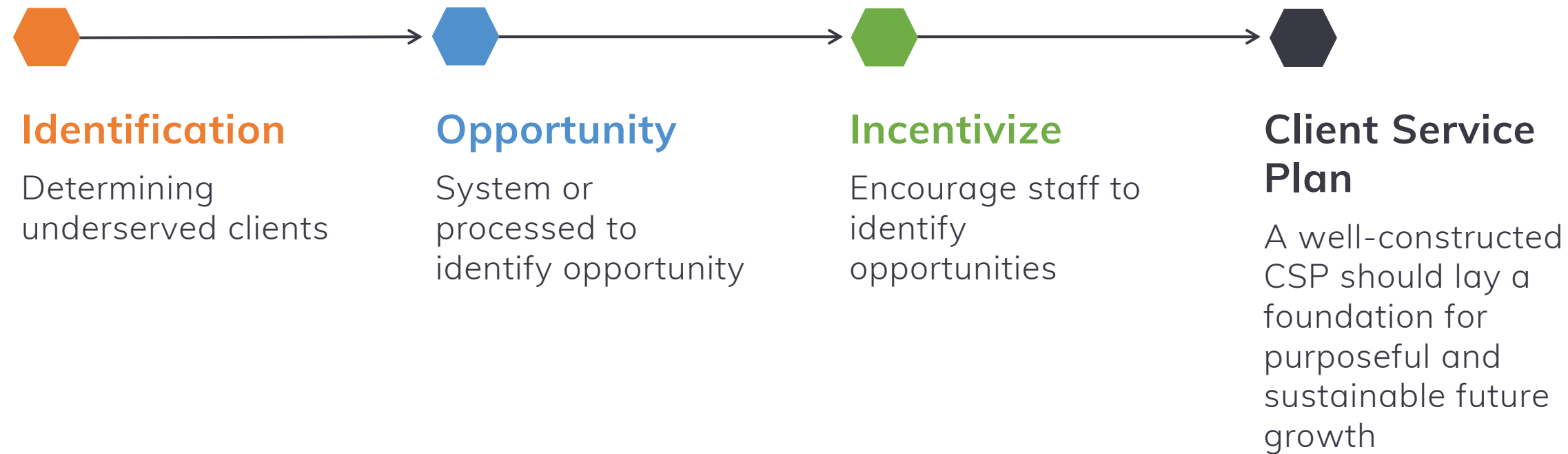Firm resources to opportunities

Value

Client-centric driven

Relationship

Not just deliverables

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Client Service Plan

Moving your CSP forward

Identification

Determining underserved clients

Opportunity

System or processed to identify opportunity

Incentivize

Encourage staff to identify opportunities

Client Service Plan

A well-constructed CSP should lay a foundation for purposeful and sustainable future growth

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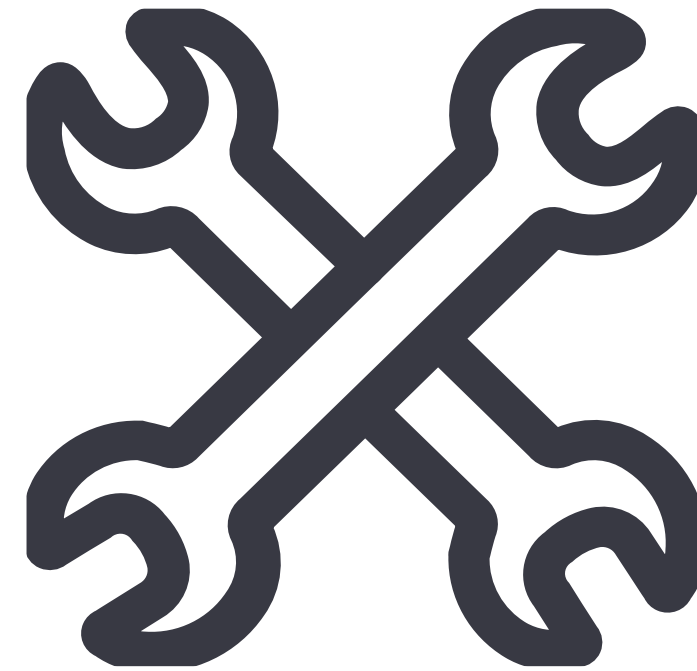
Client Service Plan

The details

- Client profile
  - Client information
  - Needs
- Service targets
  - Goals
  - Objectives
- Service delivery
  - Workflow
  - Responsibility
- Communication
  - Channels
  - Schedule

- Performance standards
  - Quality
  - KPIs
- Resolution
  - Escalation processes
  - Feedback collection
- Resources
  - Build a team
  - Tech Stack
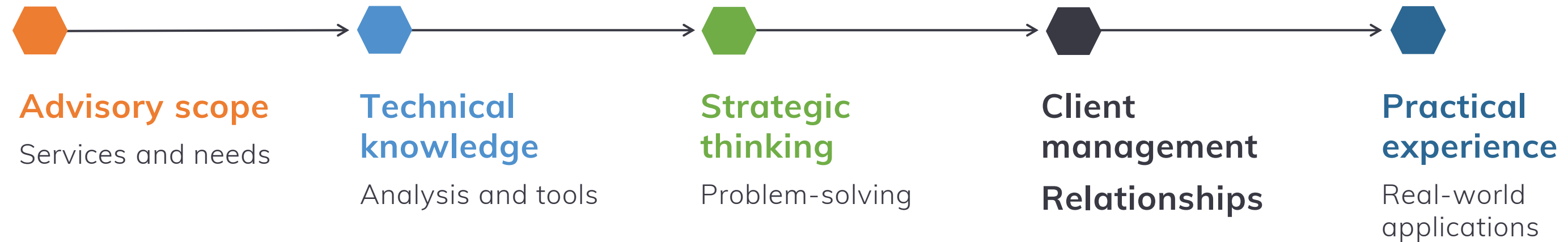- Review
  - Regular maintenance
  - Change and grow

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Training & Development

Client Service Plan

- Skills development
- Continuous improvement

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Training & Development

Client Service Plan

Advisory scope
Services and needs

Technical knowledge
Analysis and tools

Strategic thinking
Problem-solving

Client management
Relationships

Practical experience
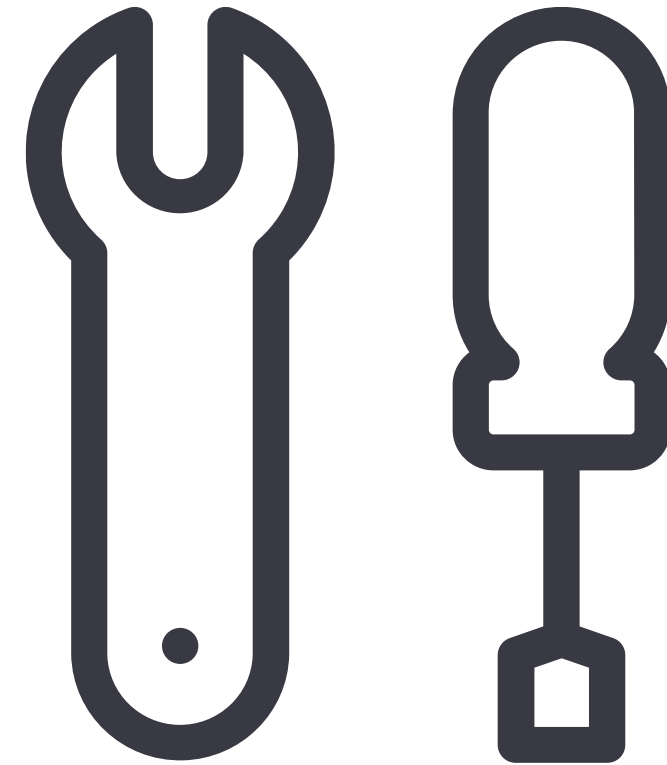Real-world applications

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Client Education

Client Service Plan

- Onboarding process
- Client education

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Client Education

Client Service Plan

- Better decision-making

- Higher satisfaction

- Stronger relationships

- Reduced misunderstandings

- Client empowerment

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Client Service Plan

Challenges and solutions

- Understanding client needs

- Tailoring service offerings

- Resource allocation

- Consistency

- Communication breakdowns

- Client feedback

- Managing client relationships

- Difficult clients

- Flexibility to change

- Measuring success

- Technology

- Scalability

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Elevating Your Engagements

Building stronger relationships

- Client kick-off
  - Preparation
  - Introductions
  - Objectives
  - Scope
  - Roles
  - Communication
  - Q&A
  - Next steps

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Elevating Your Engagements

Building stronger relationships

- Preparation
    - Understand the client's business
    - Set objectives
    - Prepare materials

- The advisory meeting
    - Review
    - Engage
    - Value focus
    - Address challenges and opportunities
    - Key metrics
    - Actions and next steps

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Elevate Your Engagements

The review...

Recap

Build on past discussions

Client Feedback

Check for satisfaction

Leveraging ProfitCents

Critical hindsight

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Elevate Your Engagements

Engaging the client and creating value

Active listening

Understand client concerns

Value proposition

Focus on your services

Interactive discussion

Open-ended discussion

Insight and recommendations

Actionable insight

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Elevate Your Engagements
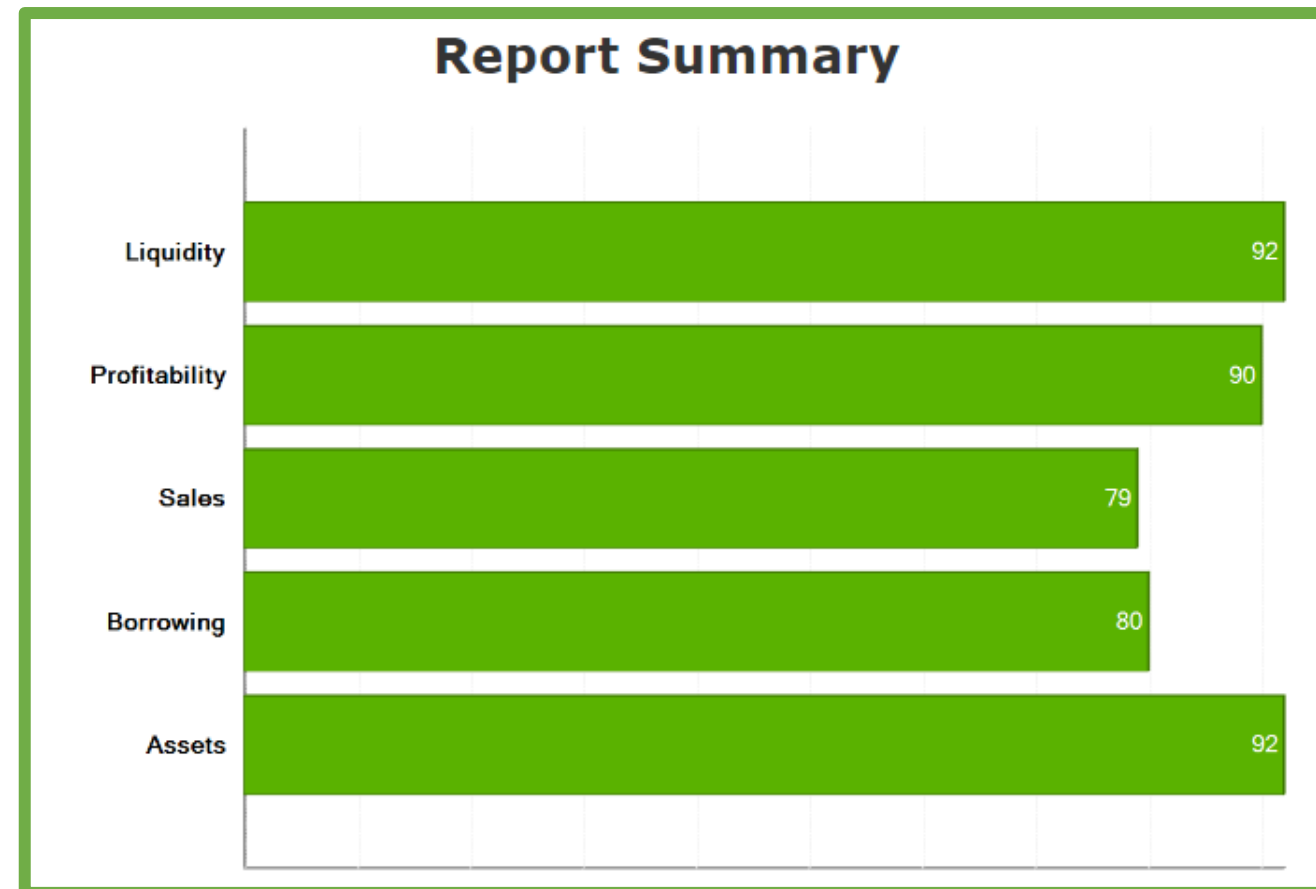
Active listening

- Full attention

- Avoid interrupting

- Paraphrase

- Open-ended questions

- Respond appropriately

Elevate Your Engagements

Interactive analysis

- Discussion, not presentation

- Insight is a two-way street

Report Summary

Category	Value
Liquidity	92
Profitability	90
Sales	79
Borrowing	80
Assets	92

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Elevate Your Engagements

Conversation starters

- Business goals
  - How do you feel your business has performed the last "time period"?
  - What are your goals for the coming year?

- Financial health
  - What specific challenges is your industry facing?
  - How do you feel about your current cash flow?

- Growth
  - Do you have plans to expand your business?
  - What is your biggest growth opportunity

- Cost
  - Are there areas you feel that your business could reduce costs?
  - Please describe your current expense management?

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Elevate Your Engagements

Value proposition

- Highlight your services

- Share success stories

Elevate Your Engagements

Actionable insight

KPIs

ProfitCents creates KPIs for 1100 industries

Industry-specific insight

Customizable recommendations

5 pillar analysis

ProfitCents Narrative

Forward-thinking

What-if scenarios, analysis, and valutions

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Elevate Your Engagements

Action items
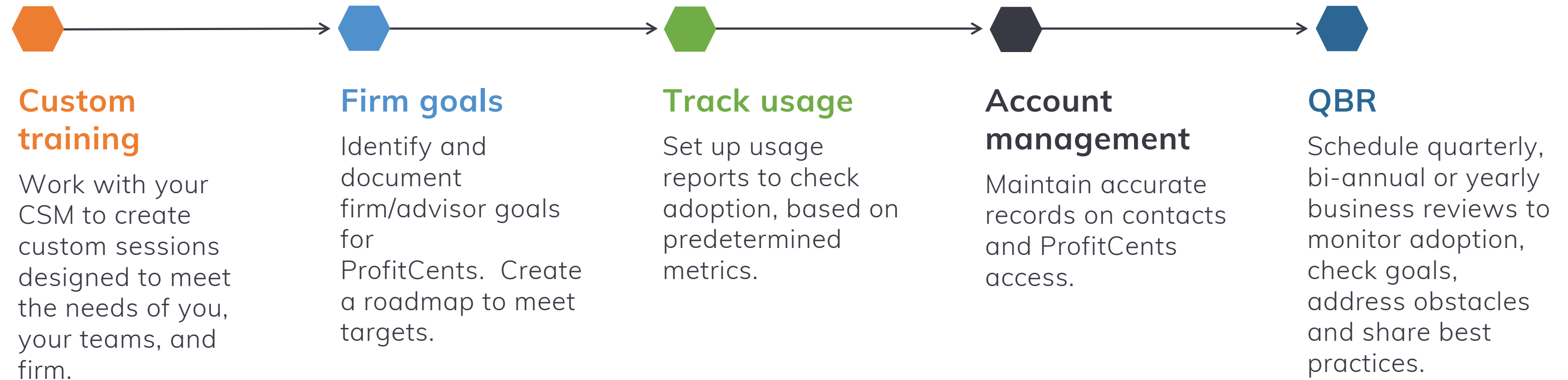
Action plan

Tasks and responsibilities

Follow-up

Monitoring progress

Post-meeting

Beyond the engagement

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Success is a Partnership

Your Client Success team is your ProfitCents partner

Custom training

Work with your CSM to create custom sessions designed to meet the needs of you, your teams, and firm.

Firm goals

Identify and document firm/advisor goals for ProfitCents. Create a roadmap to meet targets.

Track usage

Set up usage reports to check adoption, based on predetermined metrics.

Account management

Maintain accurate records on contacts and ProfitCents access.

QBR

Schedule quarterly, bi-annual or yearly business reviews to monitor adoption, check goals, address obstacles and share best practices.

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Success is a Partnership

Your Client Success team is your ProfitCents partner

Custom training

Build your roadmap

FAQ Help Center

Rebuilt platform

Strategy calls

Custom calls

ProfitCents Guide

How-to, best practices and instruction videos

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NEWSLETTER

MAY 2024
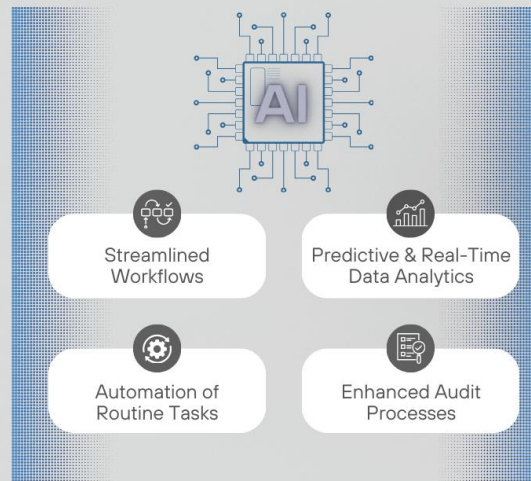
THE EMERGENCE OF AI IN ACCOUNTING

Artificial intelligence is infiltrating the way the world works, and the accounting industry is no exception. Generative AI shows potential to enhance productivity, efficiency, and collaboration.

AI is able to automate routine tasks, such as data entry and bookkeeping, document and expense tracking, and bank statement reconciliation, allowing employees to focus on value-adding activities. This helps reduce labor costs and helps produce faster, more accurate results.

Automated data entry, report generation and data analysis, and virtual assistants available to answer client questions all aid in streamlining workflows, once again freeing time for professionals to focus on value-added advisory services. Advisors can utilize AI to analyze historical and current data, identify future trends and patterns providing valuable insights to enhance decision-making.

Businesses can leverage AI tools to provide data-driven insights for strategic planning. Using AI, businesses can identify risks and implement preventive measures before the business is impacted leading to better financial performance. AI can also detect anomalies in financial data and transactions, improve fraud detection and financial verification, enhancing the audit process.

Our Narrative report utilizes AI to turn financial information into narrative data. Using this report adds value to your advisory engagements, while educating and benchmarking your business clients.

AI

- Streamlined Workflows
- Predictive & Real-Time Data Analytics
- Automation of Routine Tasks
- Enhanced Audit Processes

REMEMBERING OUR BRAVE HEROES

GONE, NOT FORGOTTEN

Our offices are closed Memorial Day in observance.

AI in the Narrative Report

F.I.N.D.

Generate a Narrative Report to present insightful financial advice to acquire new clients and strengthen existing relationships. This report utilizes our FIND (Financial Information into Narrative Data) technology to generate an easy-to-understand business analysis complete with narrative, graphs, ratios and industry comparisons.

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Thank you!