



Dext 25% growth in advisory services

Kendons

How Kendons use Dext to grow advisory services by 25%

Case Study

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We're freeing up the time to provide value-added, interesting services. People that used to predominantly work on compliance can now move into advisory full-time and use it to self-generate work with confidence.



About

Kendons help businesses of all sizes with everything from standard tax returns to advisory services and app advisory. “We’re in the business of helping clients grow. Rather than a once-a-year tax return, we have ongoing conversations with our clients to understand what’s really happening in their business”, says Kate Griffiths, the Head of App Advisory.

In January 2020, Kendons were the first accounting firm in Australasia to trial Precision: the intelligent data analytics toolkit designed to improve data quality and turn accountants into financial advisors.



Challenge

Before starting client work, the Kendons team were spending hours manually checking their clients’ Xero files to ensure the data was accurate and up to date. Producing monthly dashboards with accurate data was a real problem, as was getting the time to step away from the compliance work to offer business advisory.

They needed a solution to help them build a full picture of their clients’ financial data, identify bookkeeping issues before they became problems and proactively approach clients. “Everything comes back to data. We can produce a cash flow forecast or implement a new app but if the data’s poor, the whole project will fail”, says Kate Bennett, Head of Business Advisory.



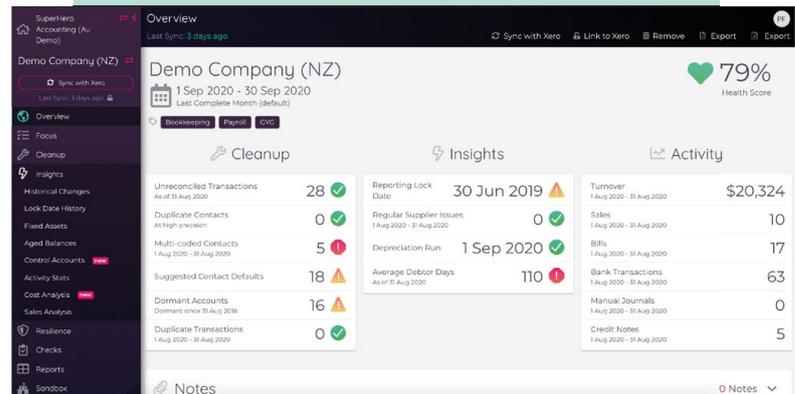
Solution

The Kendons team hit the ground running. Their implementation of Precision was three-fold. First, run health checks across their entire client base to analyse the quality of their clients’ financial data. Second, build workflows for GST returns; and third, use the Dashboard to bring information into one place and use it as a launchpad into advisory.

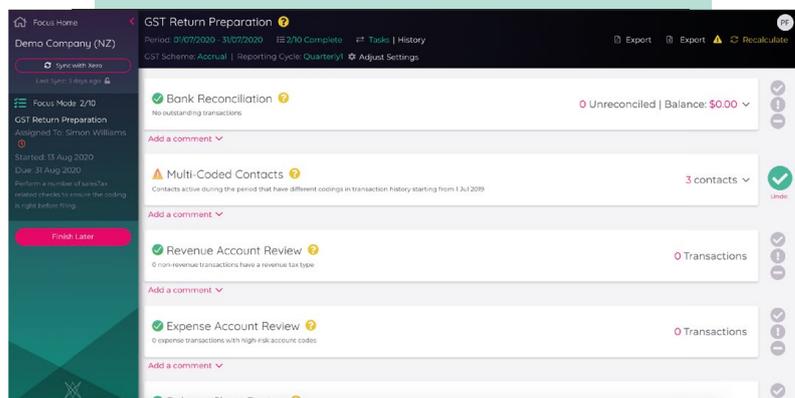
For the last six months, the Kendons team had transformed their internal systems and introduced a number of new apps to the team. When they introduced Precision, it was an instant hit with the team.

“There’s been a huge buzz. Even people who were just focused on compliance are now asking questions on what the Dext Health Score means for their clients. It opened their eyes to something they wouldn’t ordinarily be focused on”, says Griffiths. Kendons started with the Health Score, which automatically scores complex data sets and enabled them to focus on the clients that needed attention.

At the start of lockdown, Kendons hired a new member of staff to run health checks across more than 600 client files. “The Health Score is the lynchpin for every job. If you have a tidy file, you know that your clients are good at submitting paperwork. If you’ve got a messy Xero file, you know to allocate the job to someone more senior and price the services accordingly,” says Bennett.



The next step was to build a series of checks for GST returns and monthly reporting, using Dext flows to manage progress plus performance. These gamified the process for the team and ensured benchmarks for data quality and logic checks were met before moving into review. “The Dext flows are the perfect checklist for the team. They’re easy to follow and people love the gamification of ticking off the checklist. The standardisation also makes people take a step back and look at things much more deeply.”, says Bennett.





Our client told us that she's had more help with her business in the last four months than she had in the last four years with her previous accountant. We owe so much of that to Dext.

Finally, they put the Dext Dashboard into practice. This dashboard provides a single view of clients with key KPIs and metrics to help manage complex portfolios. By filtering or pivoting by values, you can quickly see who needs to be the centre of attention and why. If the Kendons team spots an issue that needs actioning, they'll proactively start a conversation with the client and self-generate additional work.

The screenshot shows the Dext Practice Dashboard interface. It features a dark sidebar on the left with navigation options like 'Practice Dashboard', 'Activity Stats', 'Custom Reports', 'Configuration', and 'Manage Team'. The main area displays a table of client data with columns for Client Name, General Health, Year End, Xero GST Enabled, Account Manager 1, and Tags. The table lists three clients: Demo Company (AU), Demo Company (GB), and Super Clear Inc. A right-hand panel shows a 'Pivot Mode' section with various filters and a 'Values' section with aggregation functions like 'avg(General Health)' and 'sum(Unreconciled...)'.

Client Name	General Health	Year End	Xero GST Enabled	Account Manager 1	Tags
Demo Company (AU)	79	30/06/2021	Yes	Simon Williams	Bookkeeping,Payroll,LOYD
Demo Company (GB)	56	31/12/2020	Yes	Melissa Reid	CPA
Super Clear Inc.	55	30/06/2021	No	Matt Rowan	Bookkeeping,Monthly,Jobber



Results

“With everything that’s going on in the world, being able to call clients and give them some love when they need it - sometimes crisis assessing them when we know they’re in trouble - has been transformative”, says Griffiths.

Dext Precision has empowered the Kendons team to offer their advisory services more efficiently and effectively. Now, every job starts with Precision. The team uses it to accurately price their services and ensure high-quality data before starting work.

They’ve now grown their advisory services by 25%. With three staff members dedicated to offering advisory services, they use it to highlight conversation starters or lead opportunities. Plus, it’s given them the confidence to roll out regular dashboard reporting and income tax planning at scale.

Just before lockdown, Kendons ran a health check for a new client as a test case. The Health Score surfaced all kinds of issues with their business data that they wouldn’t have otherwise seen. Once they addressed this, they used Precision to add regular dashboard reporting, ongoing advisory conversations and tax planning to the client’s GST model.

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Kate Griffiths, Head of App Advisory

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redefine
business
advisory?**

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