



Wilkins Kennedy automates data entry and increases productivity by 50% with AutoEntry

OVERVIEW

Established in 1882, Wilkins Kennedy is a top 20 UK accountancy firm. With 17 offices in the South of England, the company has built its reputation on assessing individual business needs and delivering bespoke financial solutions.

Wilkins Kennedy had been faced with increasing demand for its bookkeeping services, and to meet this, chose to automate all bookkeeping data entry with AutoEntry. As well as providing Wilkins Kennedy with significant time savings, the technology has critically allowed the company to scale its services to more clients without a linear growth in operational overhead.

DIGITISING ITS BOOKKEEPING SERVICES

Wilkins Kennedy is committed to its digital-first strategy, which involves

automating back office functions in order to drive heightened business efficiencies. As part of its bookkeeping services, the company had been challenged in processing thousands of bank and credit card statements on a weekly basis from its customers, a mixture of SME and enterprise clients. As well as being an often frustrating task, it took a significant amount of time and resource for employees to type up the data by hand.

Therefore in 2016, Wilkins Kennedy decided to digitise this process, deploying OCREX solution StatementRec. Later that year, following a merger with DSH, an existing AutoEntry user, Wilkins Kennedy migrated to OCREX's principal solution AutoEntry.

Simon Woodhams, Head of Cloud

Accounting at Wilkins Kennedy comments, "OCREX was a brand we knew and trusted, so making the transition to AutoEntry was easy for us. AutoEntry has been key in enabling us to work smarter, in-line with our digital-first ethos. Installation was simple, and since using the solution, we've effectively doubled our productivity. Instead of long days spent number crunching, our employees can drive more business value for customers, by using the time saved to analyse data sets to uncover trends and insights."

DRIVING INNOVATION IN THE BUSINESS

Wilkins Kennedy benefits daily from the intelligent features uniquely offered by AutoEntry. For instance, data capture and analysis from a broad range of document types including purchase

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“We're very impressed with AutoEntry and the efficiencies it has generated so far, including time savings upwards of 50%. AutoEntry will remain a core component of our ongoing digital strategy, automating data entry and enabling us to take on more new business with the additional capacity. It will also be key in helping us support clients with the changes associated with MTD over the next few years.”

SIMON WOODHAMS, HEAD OF CLOUD ACCOUNTING, WILKINS KENNEDY



invoices, sales invoices, credit notes, receipts, bank statements and credit card statements. Also, for project accounting, the company can take advantage of the full line item capture function, which uploads the description, unit price and quantity for each line.

Integrating seamlessly with QuickBooks, Xero, Sage and more, users can post bookkeeping data directly into a chosen accounting solution. And once AutoEntry has submitted the data, it creates digital records so the company no longer needs to file and store vast quantities of paper documents in the office, supporting Wilkins Kennedy's 'green' initiative.

Simon Woodhams comments, "We're uploading approximately 1500 documents onto AutoEntry a month and this figure will undoubtedly keep rising as we grow. The intelligent nature of the software ultimately helps

our employees to work at a higher level and serve our customers more efficiently. We also like the fact that as AutoEntry is available both as a web or mobile app, it can support our employees when working remotely, at home or when with clients. It's so intuitive and easy to use, it makes everyday bookkeeping effortless."

KEEPING ONE STEP AHEAD OF MTD

With HMRC's Making Tax Digital legislation set to impact UK businesses over the next few years, Wilkins Kennedy has a designated working group to prepare for the impending changes. With the majority of its customer base yet to migrate to the cloud, Wilkins Kennedy is offering tailored one-to-one support to clients, providing content, information and training as needed.

To manage the transition to quarterly digital reporting, the company is

segmenting clients to prioritise those who will be affected first. With its simple to use interface and its ability to flex on demand, the company will continue to leverage AutoEntry to support both existing customers and new prospects, as many take their first step towards the cloud and digital accounting.

NEXT STEPS

Wilkins Kennedy will continue to digitise its IT infrastructure in order to remain competitive and provide its customers with the best services possible. Project accounting is a growing focus, and the firm will rely on its range of cloud accounting solutions, including AutoEntry, in order to help scale this function and provide inbuilt Optical Character Recognition (OCR) technology for individual projects as needed. ■