



## Telfords Accountants automates data entry with AutoEntry, enabling the firm to expand its bookkeeping services and increase turnover by 50%

### OVERVIEW

Telfords Accountants is an accountancy practice based in Kent, offering a range of services including accounting and tax advice, bookkeeping and business development. Founded by Mark Telford in 2011, the practice is a silver Xero partner.

Telfords Accountants leverages digital innovation in order to automate outdated and inefficient administrative processes. When Telfords Accountants decided to eliminate manual data entry, it chose AutoEntry, driving significant ROI for the firm as a consequence.

### WORKING SMARTER WITH AUTOENTRY

Telfords Accountants wanted to adopt a data entry solution that was quick to process, simple to use and highly accurate. It also wanted one that could capture data from a range of documents, including purchase and sales invoices as well as bank

statements, in order to effectively serve its range of clients. As part of its due diligence, Telfords Accountants decided to try a free trial of AutoEntry in early 2017.

Mark Telford, founder of Telfords Accountants comments, "We were impressed with AutoEntry as soon as we started using it, and continued to leverage it full-time once our trial period had ended. The software captures and posts all of the information from our paper documents into our accounting solution, and can also convert bank statements from PDFs into CSV files. Performing with incredible accuracy, it's saved us a significant amount of time which we can spend on higher-level activities."

AutoEntry is a smart solution which maintains its edge over alternative tools by continuously evolving to serve the needs of its users, with new product updates and time saving features

regularly added.

Mark Telford continues, "We love how intelligent AutoEntry is, whilst being so easy to operate. It 'remembers' the information we typically assign to certain batches of invoices, such as the supplier, category and tax codes, automatically applying this data the next time around. We now upload over 300 documents a month onto AutoEntry either via the web or mobile app, and we can monitor the progress of these items through our personalised dashboard, helping to streamline service delivery."

### RUNNING ON XERO

Telfords Accountants is a team of qualified chartered accountants leveraging Xero accounting software. By providing a cloud-based environment, Xero enables Telfords Accountants to work remotely and access real-time financial data to help clients make more informed choices regarding

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“AutoEntry has delivered on its promises, by automating data entry into accounting software easily and accurately. By making a once laborious process so efficient, it's been instrumental in helping us to expand our bookkeeping services and grow our revenues.”

- MARK TELFORD, FOUNDER, TELFORDS ACCOUNTANTS



business decisions. As Xero is a key component of the firm's IT infrastructure, it was critical that any new data entry solution could effectively sync with it.

Mark Telford, comments, "I've been using Xero since 2010, so when choosing a data entry add-on, it had to offer a strong integration with the platform. Fortunately for us, AutoEntry works perfectly in this respect."

### EXPANDING ITS BOOKKEEPING SERVICES

By automating its bookkeeping data entry, Telfords Accountants had the capacity to take on more bookkeeping clients, helping to increase its turnover by over 50 per cent.

Mark Telford comments, "Bookkeeping has grown to become one of our core services, as we can now take on additional bookkeeping clients - but without the additional manual data entry. Before, it would have been impossible for us to have feasibly expanded in this area without additional resources, but supported by AutoEntry, it's become viable, driving significant

revenue gains for the practice as a result."

### HELPING CLIENTS TO COMPLY WITH MTD

Telfords Accountants is preparing its clients for HMRC's Making Tax Digital (MTD), which will mean that from April 2019, businesses which are VAT-registered and have a turnover above the VAT registration threshold of £85,000 will need to submit digital records to HMRC, for VAT purposes.

Mark Telford comments, "We believe that MTD will bring positive change and give those paper-based businesses the incentive they need to migrate to digital working. We're supporting our clients during this time by giving them the guidance they need to comply by the deadline. AutoEntry will help by providing the record keeping software clients need to submit data electronically to HMRC."

### FLEXIBLE PRICING TO SUPPORT A GROWING PRACTICE

AutoEntry is a high-performance yet cost effective solution. It's ideal for growing businesses or those working

with clients on a quarterly basis, as its pay-as-you-go pricing plans are based solely on usage.

Mark Telford comments, "We value AutoEntry's credit-based system which only bills us for how many documents we upload onto it, as opposed to fixed monthly fees. This makes it much more cost effective than alternative solutions. There are no additional charges for adding more employees or clients onto the platform, and if we don't use all of our credits on a certain month, they roll over to the next, so there's no waste."

### AN ONGOING PARTNERSHIP

Telfords Accountants will continue to use AutoEntry to keep paperwork to a minimum and support the continued growth of its practice.

Mark Telford sums up, "Manually typing in data is a costly and inefficient way of working and with AutoEntry, we can permanently eliminate this process. Ultimately, this means we can devote more time to more profitable lines of business and create the capacity to take on more clients."