

HOW CAN WE HELP YOU

The 90-Day Turnaround: How Corient Helped an Accounting Firm Beat Backlogs

Highlights

- 1 Cleared year-end backlogs and streamlined accounting workflows.
- 2 Implemented proactive planning and quarterly record-keeping for efficiency
- 3 Achieved a 90-day turnaround for year-end accounts, enhancing client satisfaction.
- 4 Strengthened the firm's ability to meet deadlines and maintain client trust.

Introduction

An ambitious accounting firm was struggling with recurring year-end backlogs, which affected efficiency and client satisfaction. Their clear goal was to complete year-end accounts within 90 days. However, despite their best efforts, they consistently missed this target. That's when Corient stepped in, bringing a structured, strategic approach that transformed their operations.



The Initial Problem: What Went Wrong?

For years, the accounting firm faced challenges closing year-end accounts on time. Their workflow lacked a structured plan, leading to inefficiencies and delays.

- They aimed for a 90-day turnaround but kept missing the mark.
- Clients submitted financial records late, adding to the chaos.
- The backlog grew, causing stress for both accountants and clients.
- Dissatisfied clients started questioning the firm's reliability.

The firm needed a fresh perspective and a sustainable solution to break this cycle.

Corient's First Solution: The Fix

To tackle the backlog and improve efficiency, Corient introduced a structured workflow and proactive planning approach:

1. Year-Round Workflow Planning:

- Created a roadmap for managing peak periods.
- Allocated resources efficiently to avoid last-minute crunches.
- Established clear, realistic deadlines to ensure steady progress.

2. Early Engagement:

- Encouraged clients to start gathering financial records from the beginning of the year.
- Reduced last-minute document rush and errors.

This new system helped the firm progress, but another challenge soon emerged.



The New Problem: A Surprise Roadblock

While Corient's workflow planning made an immediate impact, another issue surfaced—resistance from both accountants and clients.

- Accountants were hesitant to change their traditional ways of working.
- Clients found it challenging to adapt to the new quarterly record-keeping system.
- Many were reluctant to submit documents early despite awareness campaigns.

The firm was at a crossroads: either stick with the changes and risk client pushback or find a way to make the transition smoother.

Corient's Second Solution: Fixing the New Problem

Despite the initial improvements, both accountants' and clients' resistance threatened the new system's success. Corient tackled this challenge with a step-by-step approach:

Step 1: Understanding the Resistance

- Conducted discussions with accountants to identify pain points in adopting the new workflow.
- Analysed client feedback to understand concerns about quarterly record-keeping.

Step 2: Aligning Workflows with the Firm's Existing Operations

- Instead of forcing drastic changes, Corient adjusted the workflow to blend seamlessly with the firm's existing processes.
- Provided gradual implementation plans to make the transition smoother for accountants.

Step 3: Educating Clients on the Benefits of Early Submission

- Developed client-friendly materials explaining how early submissions would lead to faster processing and tax advantages.
- Conducted targeted email campaigns and webinars to raise awareness about the importance of timely record-keeping.

Step 4: Incentivising Quarterly Record-Keeping

- Encouraged clients to maintain quarterly records by offering perks such as priority processing and reduced fees for timely submissions.
- Provided ready-to-use templates and digital tools to make quarterly submissions easier.

Step 5: Introducing Targeted In-House Bookkeeping

- Identified clients who would benefit from in-house bookkeeping services.
- Allocated resources to manage key accounting functions internally, ensuring timely updates and compliance.

- Step 6: Strengthening Client Support and Communication
- Established a dedicated team to assist clients with record submission.
- Implemented regular follow-ups and reminders to prevent last-minute rushes.

By following this structured approach, Corient successfully addressed resistance and helped the firm achieve its 90-day turnaround target.



OUTCOME

The Final Outcome: Success Story

With Corient's support, the firm successfully transformed its [year-end accounting](#) process:

- Cleared the backlog – No more delayed accounts!
- Improved efficiency – Workflows became structured and predictable.
- Enhanced client satisfaction – Clients trusted the firm more as deadlines were met.
- Achieved a 90-day turnaround – The firm finally met its long-standing goal.

What the Client Said



"We were stuck in a cycle of delays, and our clients were losing patience. Corient's structured approach and support changed everything. Now, we close accounts on time, our clients are happier, and we feel more in control than ever."

Key Takeaways: Why This Matters for Businesses

- Proactive planning prevents last-minute stress.
- Quarterly record-keeping reduces year-end chaos.
- Client education fosters smoother transitions and compliance.
- Strategic workflow adjustments can transform business efficiency.

By partnering with Corient, the accounting firm met its goals and set a new standard for operational excellence. This case study is proof that with the right strategy and execution, even the most demanding challenges can be overcome.

Would your firm benefit from a similar transformation? Learn more about Corient's accounting outsourcing services.