Must have payroll automation & integration features to maximise profit

Agenda

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1. Payroll mistakes accountants are making
2. How to automate payroll processes
3. How you can streamline client communications
4. Top tips for expanding your client base
5. Pricing strategies that work – what other practices are doing
6. A tour of BrightPay and BrightPay Connect
7. Questions & Answers

Why are some accountants not profiting from payroll?

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Mistake one:

The right technology is not being used

Mistake two:

Accountants are undervaluing their payroll services

How to automate payroll processes

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- PAYE Modernisation
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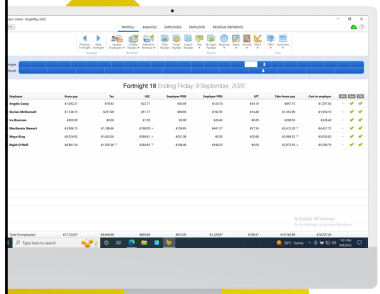
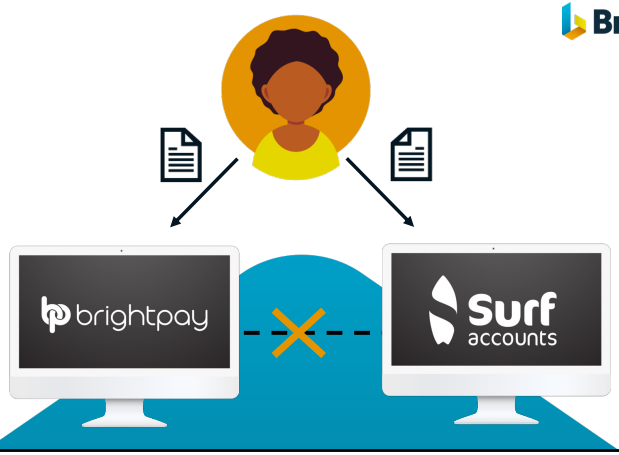
PAYE Modernisation in BrightPay



Revenue
Cáin agus Custaim na hÉireann
Irish Tax and Customs

How to automate payroll processes

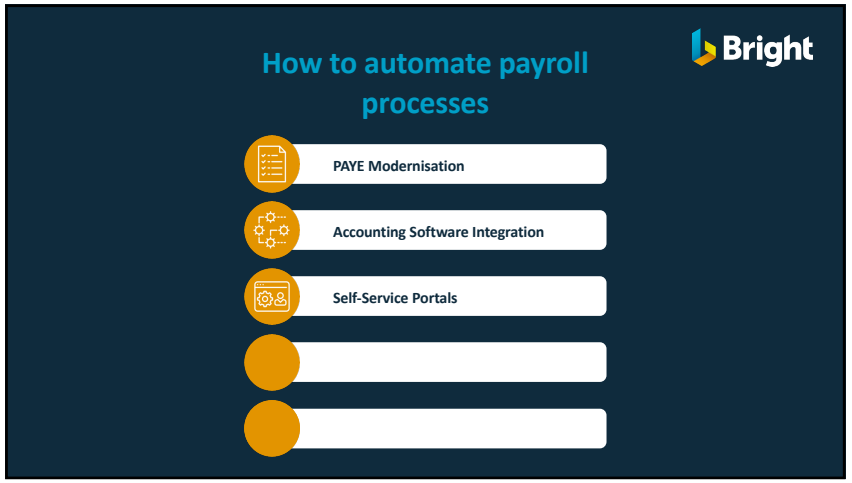
- PAYE Modernisation
- Accounting Software Integration



BrightPay includes integration with...

Surf accounts by Bright
AccountsIQ
xero
sage Business Cloud Accounting
intuit QuickBooks Online

Bright
brightpay
Surf
accounts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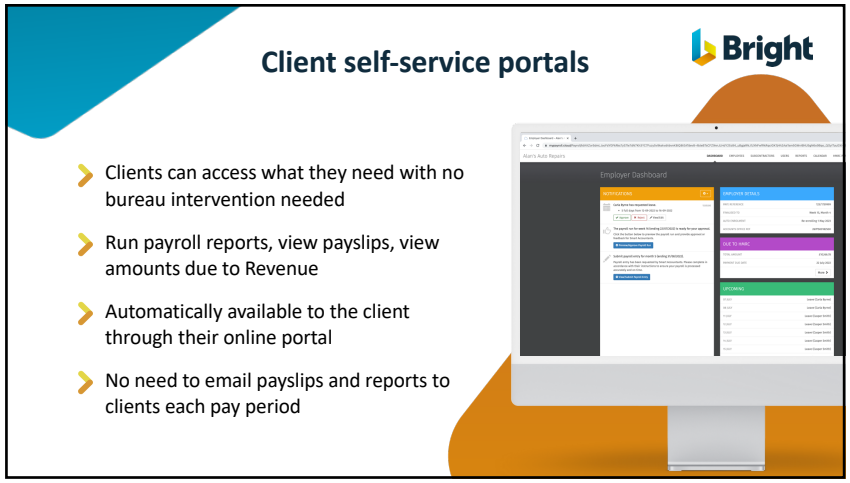
How to automate payroll processes
PAYE Modernisation
Accounting Software Integration
Self-Service Portals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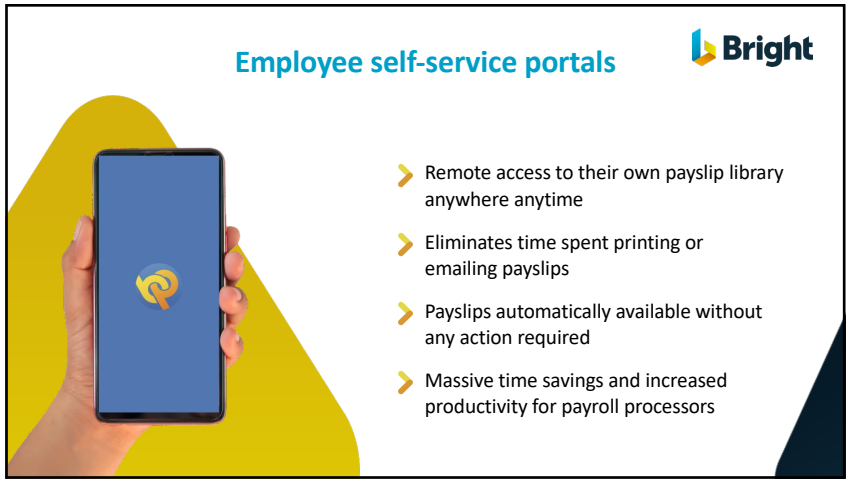
Client self-service portals
Clients can access what they need with no bureau intervention needed
Run payroll reports, view payslips, view amounts due to Revenue
Automatically available to the client through their online portal
No need to email payslips and reports to clients each pay period
Employer Dashboard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Employee self-service portals
Remote access to their own payslip library anywhere anytime
Eliminates time spent printing or emailing payslips
Payslips automatically available without any action required
Massive time savings and increased productivity for payroll processors

How to automate payroll processes

- PAYE Modernisation
- Accounting Software Integration
- Self-Service Portals
- Increased Client Responsibility

How to automate payroll processes

- PAYE Modernisation
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- Pay Employees via BrightPay

BrightPay's payment API

- Pay employees through BrightPay
- Powered by Modulr
- Eliminate bank files
- Secure Modulr portal for clients
- Clients easily approve payments

How to automate payroll processes

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Using BrightPay Connect to improve your business' profitability

Four tried and tested pricing strategies

Option 1: Set fee per employee

- BrightPay Connect brings value to the client and their employees
- Employees will become more accustomed to using the app
- Employees have access to payslips and request annual leave

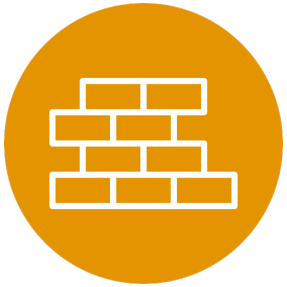
Option 2: Best things in life are free

- Add the cost of Connect into your standard payroll fees
- It can (and should) be a gateway to your other services
- The more they rely on you, the quicker they will turn to you

Option 3: Customer referral strategy

- 20-50% of purchasing decisions are based on word of mouth
- Don't limit the power of referrals: give clients a reason to refer
- When the value is ambiguous it increases the value perception

Option 4: Build in to build up



- Build the cost of Connect into your annual fees
- Very simplistic and easy to understand approach
- Reap the benefits of an online payroll portal

Top tips!

1. Communicate Effectively
2. Be realistic

Saved time = Improved efficiency = Increased profits

Streamlining your payroll will automatically increase your profitability, regardless of the pricing structure

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Home to award-winning payroll, accounting, practice management, tax and HR software

AccountancyManager · brightpay · Surf · btc Software