



# Beyond Payroll: How to Price BrightPay Connect for your Payroll Clients



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Many of your clients might, at first, not particularly value payroll processing services. It's a job that seems almost automatic and simple.

That is, of course, far from the truth. Payroll work requires a high degree of professional skill with little margin for error. But the misperception around payroll services has made it rather difficult to offer it profitably.

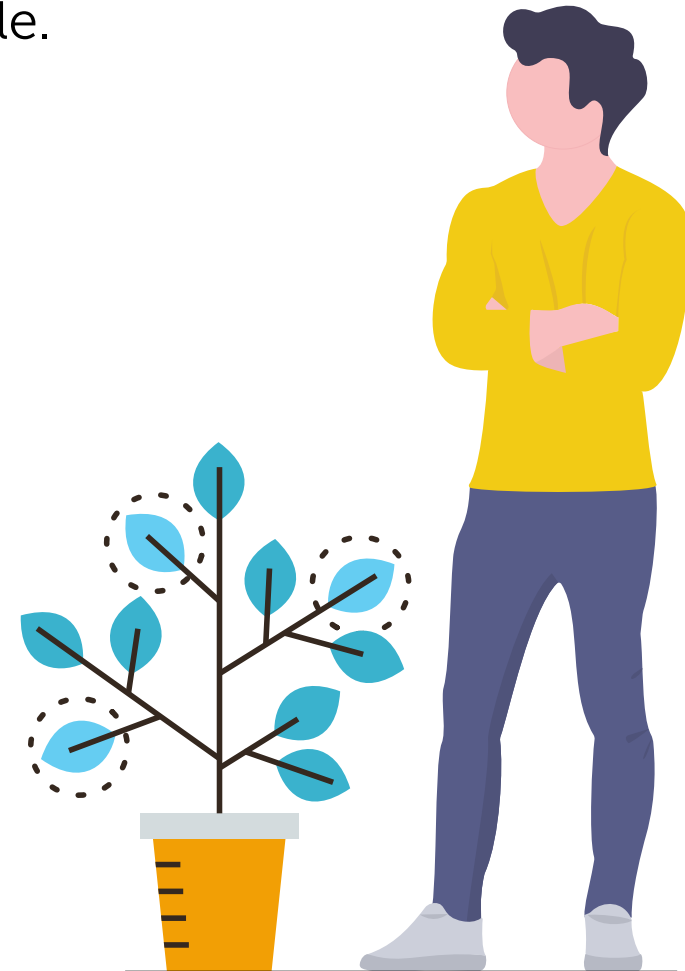
That's why many accountants have traditionally outsourced payroll to a bureau or simply not offered it at all. BrightPay has changed the formula, however, simplifying payroll processing and making it far more affordable to carry out.

BrightPay Connect, our cloud extension that slots into BrightPay's desktop software, pushes payroll's profitability one step further by linking payroll data and access to the cloud. This functionality offers you significant online benefits to enhance your payroll services, strengthen client relationships and increase profits.

BrightPay Connect unlocks a range of new, unique selling points like employee self-service dashboards and the ability for employers to log-in and easily see their data.

These cloud platforms offer opportunities to diversify your payroll offering and potentially charge for a [new range of services](#). That's exciting – but in the delicate dance of pricing, it can be a difficult discussion when you want to talk about raising prices or, as we'll see later, offering free extras as part of your standard payroll service offering.

The most important thing when increasing your charges or adding to your service offering is to be clear about why you're doing it. This will help you be confident and positive when it comes to speaking to a client while maximising their understanding of the new improved payroll process.

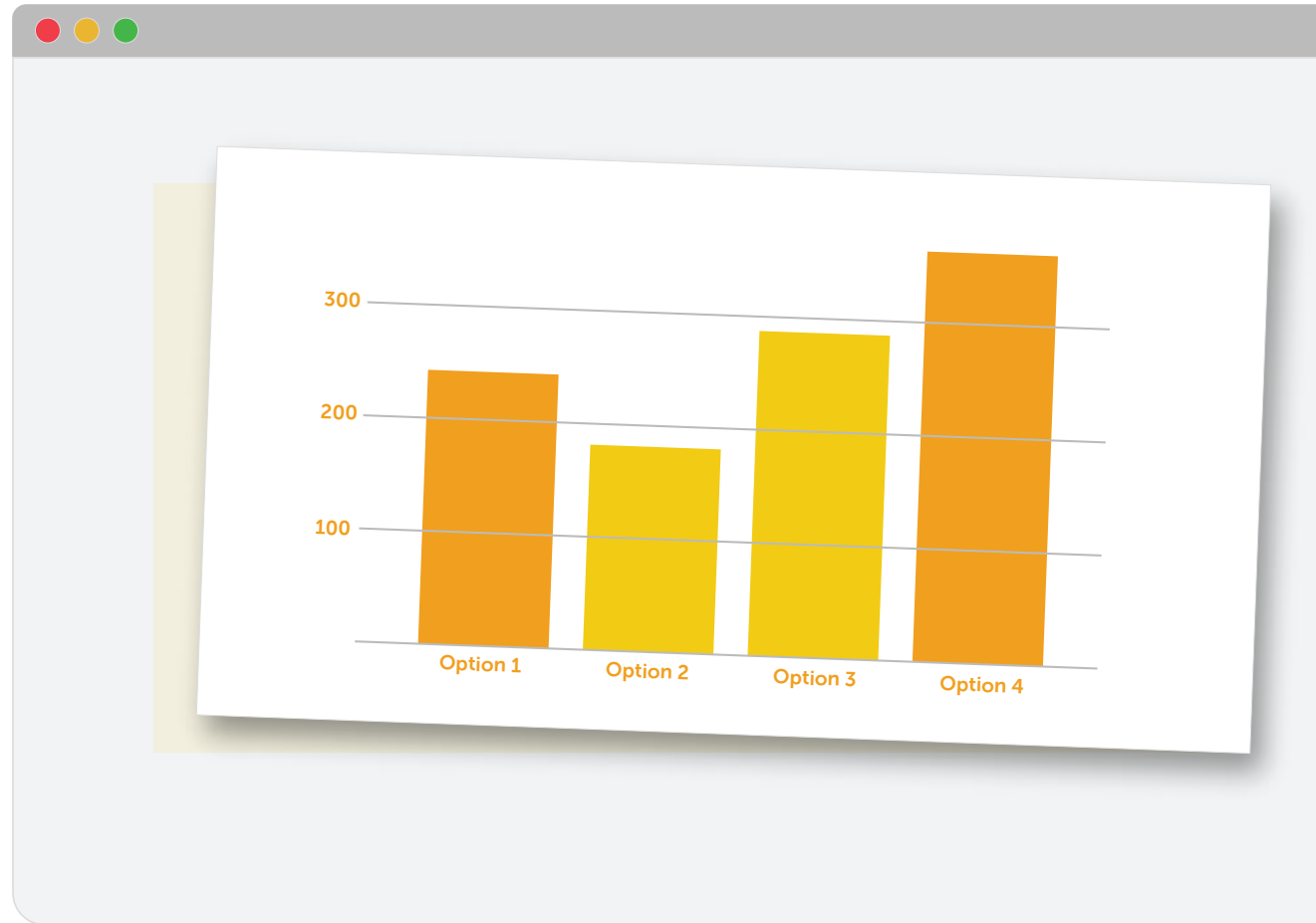


# BrightPay Connect: Practical Pricing Approaches

Interestingly, feedback from a large portion of bureaus is that they are not charging their clients as they save so much time and have improved payroll processing exponentially. Others have decided to simply pass on the face value charge to clients.

Transparency is most important - be open about why your pricing and service offering is changing for the better. Explain what the client and their employees can expect to gain from accessing their payroll in the cloud.

**In this guide, we'll help you identify four ways to market and introduce BrightPay Connect as part of your payroll service offering.**



# Option 1: Low cost but high value



**Many accountants charge a set fee per payslip, so in addition to this, why not charge a set fee, per employee, for BrightPay Connect and for use of the employee app?**

Once clients realise the value Connect brings to their business and their employees, they won't want to stop using it. As well as this, employees will become so accustomed to its benefits, such as being able to access their payslips and requesting annual leave on-the-go, through the app, that clients may face resistance from employees if they try to go back to using old systems.

Features like annual leave management and the [employee self-service portal](#) come as standard with BrightPay Connect. There's the added bonus of uploading HR documents centralising all employee information in one secure location, removing the "to do" paper files from desks and freeing up time.

By offering the HR service layer to your clients, they get more than just payroll, they will benefit from an effective [HR](#)

[system](#), too. These tangible and easily understood selling points and the low cost of running BrightPay Connect allow you to charge for a high-value service at a healthy profit margin.

Accountants can choose to introduce a flat monthly fee for every employee for every payroll run. Pricing per employee / per pay period - you're saving money using it, but it's also very fair to charge for the service because it's a great product, so it's a double win.

Using this approach, you may also decide to offer the first year for free to allow your client to buy into the new payroll process. Then in year two start charging for it.



# Option 2: The best things in life are free

A slightly bolder pricing decision is simply to bake the cost of BrightPay Connect into your standard payroll fees. That is, offer it as a freebie.

The word 'freebie' maybe made you wince. But when you think about it, accountants and bureaus do actually offer lots of services for free. Unless you were extremely fastidious with how you bill, the likelihood is you often throw in little extras here and there without even thinking about it.

In other words, you go the extra mile while streamlining your client processes. Each of these extras add value to the service you offer. If you're not offering them, payroll's a good place to start. By simply offering BrightPay Connect as standard, you can create a powerful, off-the-rack payroll processing service that outstrips your competitors.

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easy, appropriate way to go above and beyond. It sounds like common sense, but giving clients more than they asked for is a good way to establish healthy client relationships. We all know this – but it can be quite difficult to find an easy, appropriate way to go above and beyond.

BrightPay Connect flattens the curve in that respect. This added extra approach can also help deal with bumps down the road. Any accountant knows some days the client relationship will be trickier than others. On the more difficult days, an excellent customer service regimen will come in handy and help with customer referrals.

Offering BrightPay Connect for free can – and should – be seen as a gateway to your other services. The modern accounting practice is diverse, offering an ever-expanding

range of products and services. Giving something away at no cost helps to encourage buying habits in clients. The more they rely on you, the more you do for them, the quicker they will turn to you when they need advisory services or pensions advice.

This pricing strategy is really about turning [payroll](#) into a marketable opportunity for you and your brand. Too many accountants forget that that is indeed what their practice is: a brand.



# Option 3: A friend of a friend: Start a customer referral strategy

Businesses spend untold amounts of money on marketing. And yet for all the crowing and boasting, what really makes up a consumer's mind is something altogether more simple: a word-of-mouth recommendation.

According to McKinsey, word of mouth "is the primary factor behind 20% to 50% of all purchasing decisions". Indeed, it's highly likely that you will have already received a substantial portion of your clients through referrals.

But organic referrals are somewhat limited. Of course, some clients will refer you to their connections simply because you offer sterling service. By only leaning on this approach, however, you're limiting the power of referrals.

Giving customers a reason to refer can work wonders. You can keep it simple and just offer a cash referral fee for bringing in a new payroll client. But, curiously, as studies have shown, non-cash incentives tend to be better at encouraging referrals.

That's because when the value is ambiguous it increases the value perception. In other words, tangible, non-cash incentives are more difficult to 'put a price on'.

So when a client refers a set number of businesses to you, a better strategy may simply be to offer some of BrightPay Connect's features for 'free' or offer complimentary advisory work.

Instead of cold, hard cash, the referrer will receive a raft of useful features. The exact value of these will be hard to pinpoint – and that's exactly what you want. Dropbox, for example, gives away more cloud storage space in exchange for referring a friend.

Take Airbnb as another example: when a customer refers a friend, they get €50 credit – and when a customer first signs up, they get a credit towards their first trip over a certain amount.

This encourages buying habits. If you are confident in the service that you offer – and you certainly should be – then offering a value add for free is the best commercial

for your business you can put out there. If a customer is pleased with your service, there is a high probability that he or she will be interested in purchasing your other services in the future. Making your current customers happy is a great way to secure loyal customers for the long haul.

Think about your existing relationships with clients and the services you offer. Each practice is different, there might be something unique to you that you can offer as an incentive.

By tying [BrightPay Connect](#) to a referral scheme, you can quickly bulk up your fees from payroll processing.



# Option 4: Build in to build up

Lastly, a simplistic approach is to build in the cost of BrightPay Connect into your annual fees. Certain accountants and bureaus charge an annual fee for their services.

A slight increase in the annual fees could be a simplistic way of introducing the benefits of an online portal accessible by both employers and employees.



# Key Take Aways

1

## Communication:

No matter what pricing structure you pick, it will count for nothing if it's not effectively communicated. If you plan to simply charge an add-on fee to clients using BrightPay Connect, be upfront and make sure clients understand what they'll get for their money. If you opt for a referral structure, reach out personally to those clients you believe will make good referrers.

3

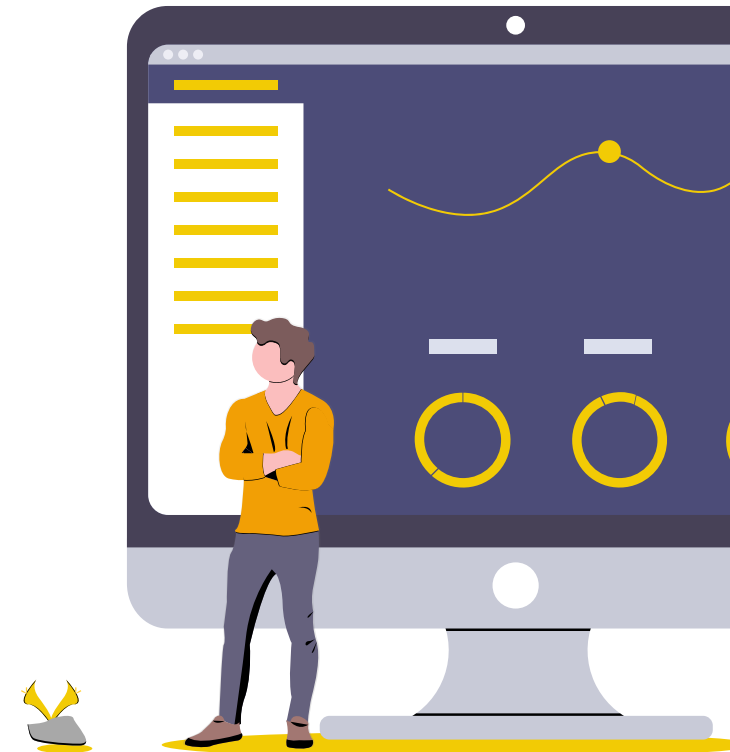
## Automation:

If you can increase the speed and rate at which payroll is processed, you will automatically increase your profitability. Payroll software like BrightPay automates and streamlines payroll tasks. And in tandem with the cloud portals, employers and employees can use self-service portals to help themselves. BrightPay Connect dramatically cuts down on your admin burden especially when it comes to lost payslips, managing annual leave, queries relating to leave remaining and accessing payroll reports.

2

## Be realistic:

As an accountant, you're skilled at tallying up the numbers. If you charge extra, keep your prices as realistic as possible. Take into account your direct costs, expenses and resources. If you offer BrightPay Connect for free, ensure you're not operating at a loss.





# Offer more without spreading yourself too thin

The fear for many accountants is that if they add too many services to their offering, they'll spread themselves too thin. That's a reasonable fear: there's certainly a point of diminishing returns when it comes to what services you offer.

But that's the beauty of working with BrightPay and BrightPay Connect. **The software transforms payroll into a profitable, relatively fuss-free task that deepens the relationship with your client.**



# Unlock payroll profitability today with a **FREE** online demo

It's time for your practice to transform payroll into the seamless and profitable service that it should be. Start using BrightPay Connect today to unlock the many benefits that will enhance your payroll services, strengthen client relationships and increase profits.

**Book a demo today** to discover the many features that your clients will love, including:

- Online bureau and client dashboards
- Online payroll submission and approval
- Annual leave management tool
- HR & document upload facility
- Employee self-service app

Which of the four pricing structures is best for your business? No matter which strategy you choose, you will reap from the benefits of happier clients, a new range of services and increased profitability.



**Click Here to Book a Demo**



[www.brightpay.ie](http://www.brightpay.ie)