A Case of Goldilocks for this company – BrightPay is *just* right

Discover how a price-sensitive accountancy service provider found the perfect payroll software for their needs

Introduction

[Deadline Accounting Ltd](#) is an outsourced accountancy service provider that was formed in 1997 by Annamarie Angell. The company provides a comprehensive range of financial and accounting support services, essentially acting as the accounts department for businesses who have annual turnovers of half a million to a million-pounds. The services they offer include bookkeeping, accounts management, credit control, VAT management as well as payroll, auto enrolment and CIS.

Finding the perfect fit

Originally, Annamarie was paying too much for a software which offered little in the way of customer support. She knew she needed a better solution. When Annamarie first began offering payroll services in the '90s she went with an established and well-known payroll software. Unfortunately, as the years went by, the prices crept up and the quality of the customer support went down.

Beginning her search for a new software provider, she was initially attracted to a low-cost option that was well-known in the market. However, the customer support was poor, and Annamarie once again began to look for a new payroll software, one that would be cost-effective and have excellent customer support. Recommended to her by a fellow bookkeeper, Annamarie looked up BrightPay. Impressed by the software's functionality, she downloaded the [60-day free trial](#) and four years later, as she put it, has *"no intention of ever moving away"*.

Since switching to [BrightPay](#) in 2017, Deadline Accounting has saved significant time on processing payroll for their clients, improved the efficiency of their payroll workflow, and have enjoyed peace-of-mind with excellent support from BrightPay's payroll specialists.

In summary

Challenge

- Find a payroll software that is more cost-effective
- The payroll software must have full payroll functionality
- The software provider must have excellent customer support
- The payroll software should also have excellent data security

Solution

- A software that provides a full licence with no hidden costs or extra fees
- A payroll software with batch processing capabilities, full CIS functionality, auto enrolment features and accounts integration
- A software provider with knowledgeable payroll specialists and quick response times to queries
- A GDPR compliant payroll software

Why BrightPay?

- BrightPay offers bureau licences at a range of prices
- Free customer support including email, phone, and webinars
- 5-star TrustPilot reviews
- Full payroll functionality included in the cost
- BrightPay is GDPR compliant

Results and Benefits

- Greater value for money
- Full functionality and more with BrightPay Connect
- 100% satisfaction with customer support

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Creating a better payroll service

By essentially acting as an outsourced accounts department, Deadline Accounting required a payroll software that would at a minimum, cover all the basics, but more importantly help improve the payroll service they could offer to their clients.

Core Functionality

BrightPay's core features, from calculating employee leave to offering full auto enrolment functionality allowed Annamarie to improve the overall efficiency of the business' payroll process.

Report Builder

BrightPay's report function is another stand-out feature for the business. It provides pre-programmed reports for users, such as Payroll Summary, HMRC Payments, and CIS reports, but as Annamarie also pointed out, it allows for great flexibility. She can create custom reports for clients who want comprehensive reports and for those who only want the most basic information.

As a BrightPay Connect user, Annamarie can also save time by giving her clients access to payroll reports through their online employer portal. Her clients can run payroll reports at any time, from anywhere.

Flexible Functions

It was when dealing with unusual client requests, which in the past could cause delays in running the payroll, that the software's functionality and flexibility really stood out. Having the ability to add customisable addition and deduction types to individual employees' pay, allowed Annamarie and her colleagues at Deadline Accounting to quickly solve these uncommon requirements for their clients.

Cutting down by a third of time

Overall, by using BrightPay and BrightPay Connect, Annamarie estimates that she saves a third of the time she previously spent on her payroll.

This allows her to spend more time building her business, focusing on her clients, and delivering excellent accountancy services.

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A spotlight on customer support

While the software's comprehensive functionality was, of course, critical to Annamarie's choice, she was also particularly interested in the customer support offered by BrightPay. Working in payroll for over 30 years, Annamarie understood the value of good customer support. Not only could it help solve tricky or unusual situations with clients and their employees, but it could also make managing payroll legislation changes a lot smoother.

Phone and Email:

All BrightPay licences include free phone and email support to our customer support team. BrightPay's payroll specialists have a thorough knowledge of the software itself as well as professional training in payroll legislation and guidance.

"I mean the number of times we've had to call you, not because of the software, it might be because we got stuck with something. The customer support regardless of what the query has been, has been absolutely phenomenal. There's just no comparison at all for the BrightPay customer support."

– Annamarie Angell

Webinars:

As part of BrightPay's customer support, we hold frequent webinars on any changes to payroll legislation or industry changes that will affect payroll processors. The online webinars received a 98% satisfaction rating in this year's annual customer survey. Annamarie found them to be particularly useful for gaining insightful tips for making payroll a quicker and easier process, as well as making payroll legislation more straightforward to understand.

"The webinars are absolutely amazing. I always come away with some little gems from the webinars. They're so well presented and are in plain English. The speakers are always very clear and concise. We love the webinars!"

– Annamarie Angell

COVID-19 and Furlough:

When the pandemic hit in early 2020, Deadline Accounting, similar to their peers across the industry, were faced with unexpected changes to legislation, grappling with the Coronavirus Job Retention Scheme, and supporting their clients through this difficult time. One thing Annamarie and her colleagues didn't have to stress about was their payroll software. Speaking about it, Annamarie said:

"We barely had to think about furlough. It was amazing. BrightPay was so fast with updating the software".

BrightPay was one of the first payroll software providers to release software upgrades to cater for the furlough scheme as changes were announced. Based on their response to the pandemic and subsequent changes to legislation, BrightPay were awarded a COVID-19 Hero Award (Suppliers) at the Accounting Excellence Awards.

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A branding opportunity with BrightPay Connect

Along with the payroll software, Annamarie makes use of the optional cloud add-on, BrightPay Connect. It is with this extra functionality and cloud features, that she feels, really helps make her business shine.

The option of offering clients their own payroll dashboard and their employees a payroll app, allows Deadline Accounting to create a more professional look for their business. It allows them to present themselves as being digital savvy and also allows them to increase brand awareness. All bureaus have the option of adding their own company logo to BrightPay Connect, visible to their clients on their dashboard.

"It's how professional it makes us look. The fact that we can put our own branding onto it. When the client logs in, they can see the Deadline Accounting logo. I mean that is a nice touch. That makes us look really good."

— Annamarie Angell

Saving time

BrightPay Connect's functionality benefits both Deadline Accounting and their individual clients. Annamarie's clients have access to their own payroll dashboard. On it the client can view month-end reports, annual leave requests made by their employees, and use it to enter any new changes to the payroll information such as additions, deductions, or starter details. Before Annamarie finalises the payroll, she requests the client to approve the payroll run through the client portal. This helps prevent any mistakes being made or time being wasted.

"It saves us so much time because for a start, the clients put in the figures themselves, which of course reduces the chances of any input errors. Before this we used to have to manually key the figures in ourselves and there was always that risk of putting the wrong figure into the wrong pay element".

— Annamarie Angell

Annamarie also saves time using the automatic payslip feature, where employees automatically receive their payslip on their mobile app once payroll has been run. Employees can also view and download past payslips without having to contact their employer or Annamarie.

BUREAU DETAILS

Your name and contact details are available to your clients from their employer dashboard.

Bureau nam

Smart Acc

Contact nan

John Smit

Contact pho

0345 939 (

Contact em

john@un

Contact add

YOUR LOGO

Your logo is displayed to your clients on their login page. JPG, PNG a formats are supported.

Deadline.
Outsourced Accounts Services

✏ Change logo   ✖ Remove logo

Tighter security

[Online security and compliance with GDPR](#) are important for Annamarie and her business. When changing to a new payroll software provider, she made sure to look at what type of security was offered and how it would protect her and her clients.

"One of the really big things was security. That was one of the things I took up with BrightPay before we started using the software. I did specifically question you [BrightPay] around data protection and what the security systems are."
– Annamarie Angell

Using BrightPay Connect, Annamarie immediately reduces the risk of losing data as it automatically backs up the payroll information to the cloud. Data backed up to BrightPay Connect is encrypted and stored securely within Microsoft Azure data stores, access to which is tightly restricted to a limited set of servers and IP addresses.

"We can share information, we can liaise with the client, we can send each other comments, and send each other information and know that it is on a secure portal."
– Annamarie Angell

BrightPay Connect also offers [two-factor authentication](#). When enabled, any client who tries to sign into BrightPay Connect will need to enter a security code sent to them via email or text. This provides an extra layer of security in the event of the user's password being stolen.
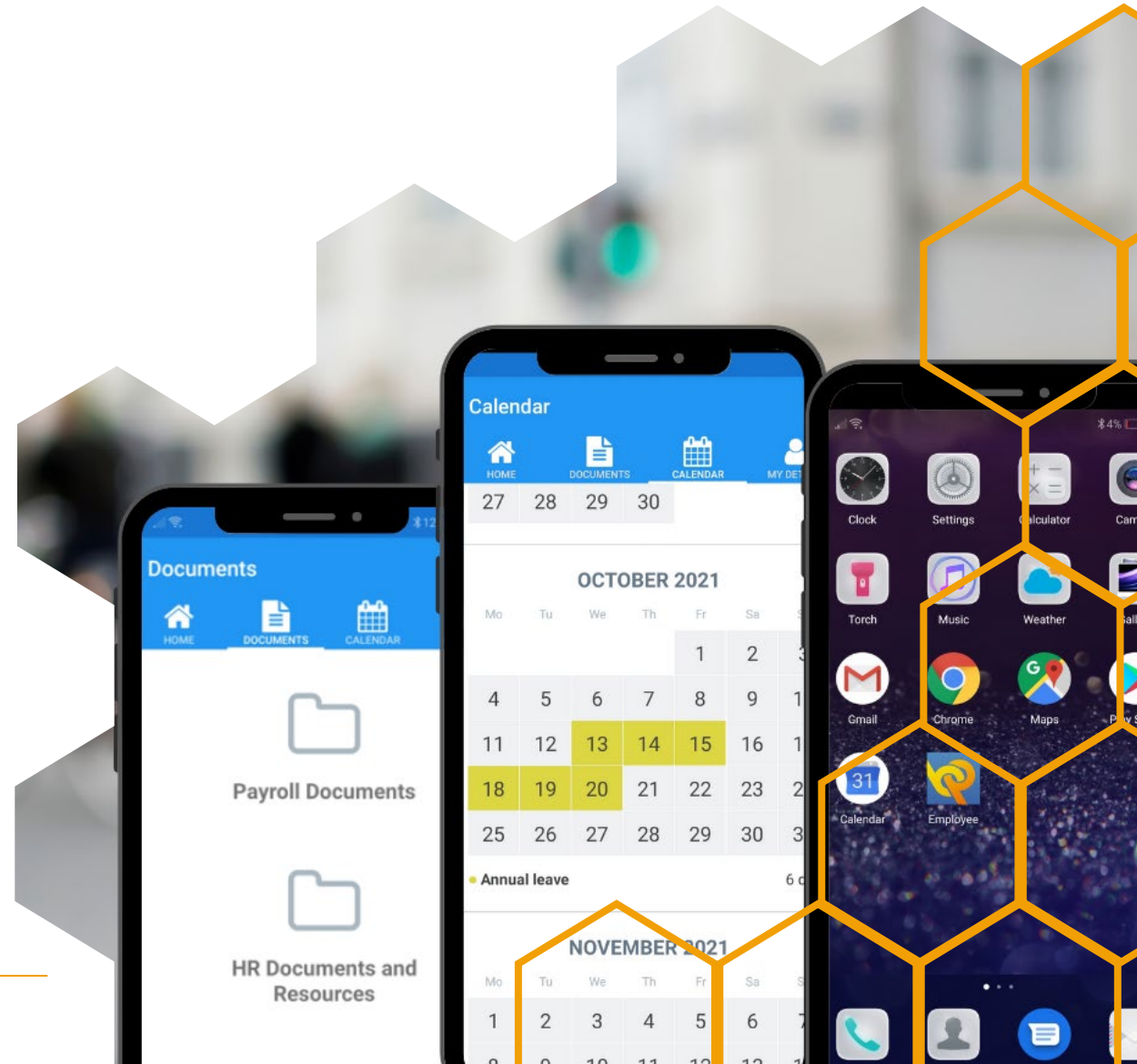
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Discover how to improve your payroll process

To discover more about BrightPay and how it can improve your payroll services and save time, like it did for Annamarie, schedule a 15-minute demo with a member of our team today.

Book a demo   Start a trial

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