Improve client relationships with these must-have payroll tools



Bright
Simply brilliant software

Accountancy, tax, payroll and practice management software

brightpay

Surf

btc SOFTWARE



Agenda

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1. How to automate payroll processes
2. Providing an online payroll portal for clients
3. A payroll app for your clients' employees
4. How you can streamline client communications
5. Tips on offering new services to clients
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

- Batch Payroll Processing

Batch processing in BrightPay

1. Batch finalise payslips
2. Batch check for coding notices
3. Batch send HMRC submissions



How to automate payroll processes

- Batch Payroll Processing
- Accounting Software Integration



BrightPay includes integration with...

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AccountsIQ · ClearBooks · FreeAgent
= exact · xero · FreshBooks
sage · Twinfield · QUICKFILE
KashFlow · ZOHO · intuit quickbooks



How to automate payroll processes

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- Batch Payroll Processing
- Accounting Software Integration
- Auto Enrolment Functionality

Auto enrolment

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- Enrolling eligible employees
- Creating enrolment letters to send to employees
- Re-enrolling employees after three years
- Monitoring changes to employee eligibility



On-screen alerts



BrightPay includes integration with...

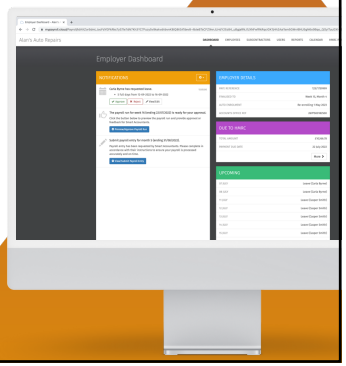
nest
the people's pension
AVIVA
Smart Pension

How to automate payroll processes

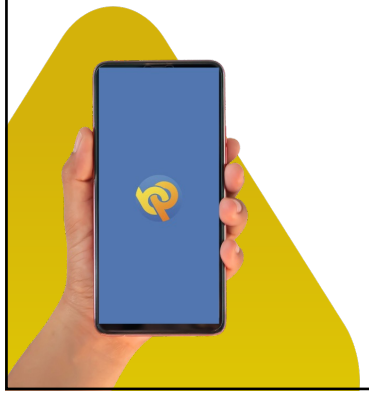
- Batch Payroll Processing
- Self-Service Portals
- Accounting Software Integration
- Auto Enrolment Functionality

Client self-service portals

- Clients can access what they need with no bureau intervention needed
- Run payroll reports, view payslips, view amounts due to HMRC
- Automatically available to the client through their online portal
- No need to email payslips and reports to clients each pay period



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

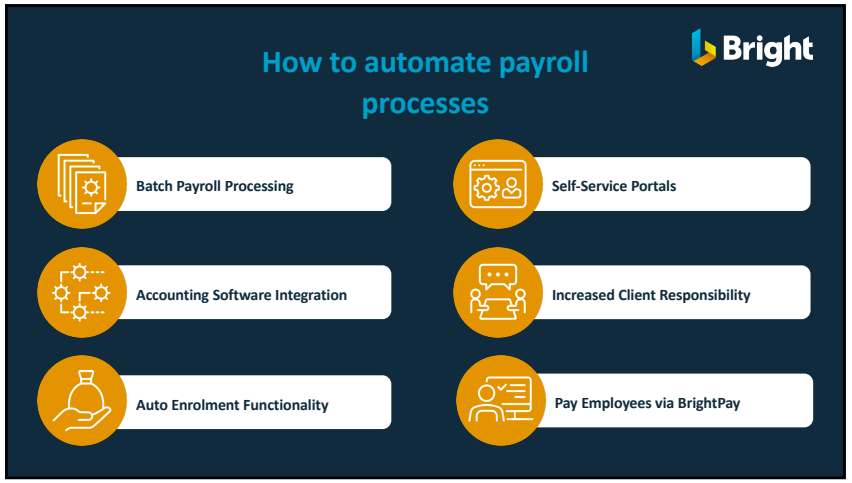
How to automate payroll processes

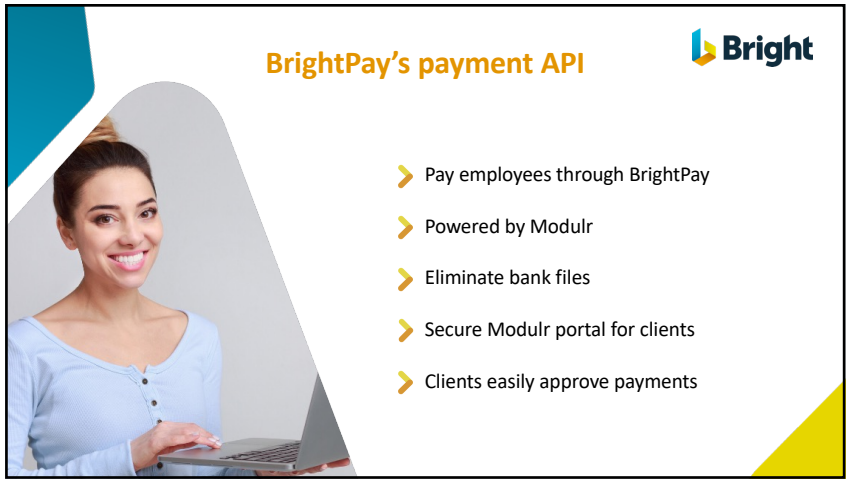
- Batch Payroll Processing
- Self-Service Portals
- Accounting Software Integration
- Increased Client Responsibility
- Auto Enrolment Functionality

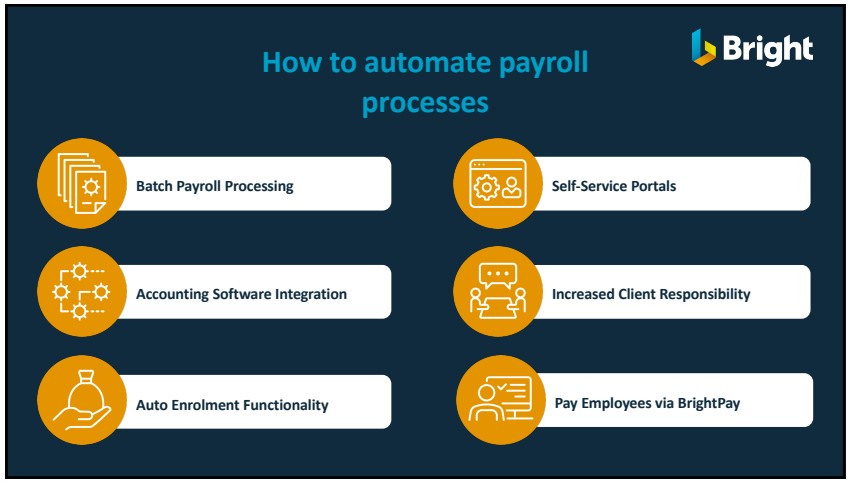





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brightpay connect


How to automate payroll processes
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Batch Payroll Processing
Self-Service Portals
Accounting Software Integration
Increased Client Responsibility
Auto Enrolment Functionality
Pay Employees via BrightPay


BrightPay's payment API
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Pay employees through BrightPay
Powered by Modulr
Eliminate bank files
Secure Modulr portal for clients
Clients easily approve payments


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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

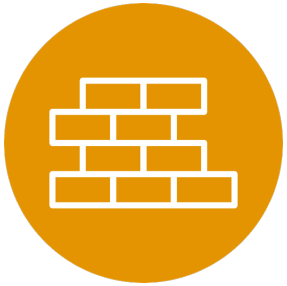
- Add the cost of Connect into your standard payroll fees
- It can (and should) be a gateway to your other services
- The more they rely on you, the quicker they will turn to you

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 up to build in



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

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Questions and answers

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