TAX TRANSFORMATION
SUMMIT
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Incorporating Offline Clients into Your Workflow

- Cathleen F. Foley, CPA, MST
- Cathleen.foley@sureprep.com

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Cathleen F. Foley, CPA, MST

- National Account Client Success Manager
- Over 25 years of public accounting experience with both national and regional firms.
- Over 6 years consulting with firms as they integrate technology into their workflow
- Speaker at national conferences including: AICPA Practitioners Symposium and Tech+ Conference, Digital CPA Conference and AICPA Tax Strategies for the High Income Individual.
- Member of the AICPA, Mass Society of CPA's (Chair of the Taxation Committee's Technology Subcommittee) and the South Shore Health System Charitable Foundation

Incorporating Offline Accounts Into Your Workflow

Learning Objective:

Gain a clear understanding of how Offline accounts can be used to standardize and streamline workflow as well as reduce bottlenecks in the preparation process

Agenda

- Introductions and Housekeeping
- A Look at the Gathering Workflow
- The Inefficiencies of the Gathering Workflow
- Building a More Efficient Workflow Using Technology
- Offline Clients – What Are They, How They Work
- Incorporating Offline Clients into the Workflow

Housekeeping

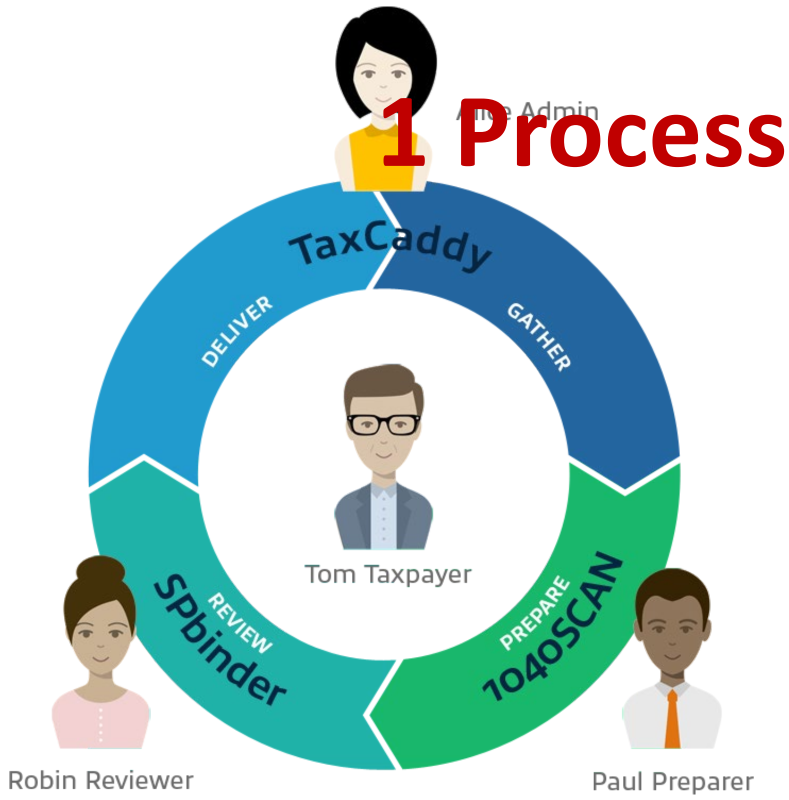
- CPE Sign In
- Post Event Survey
- Presentations will be made available

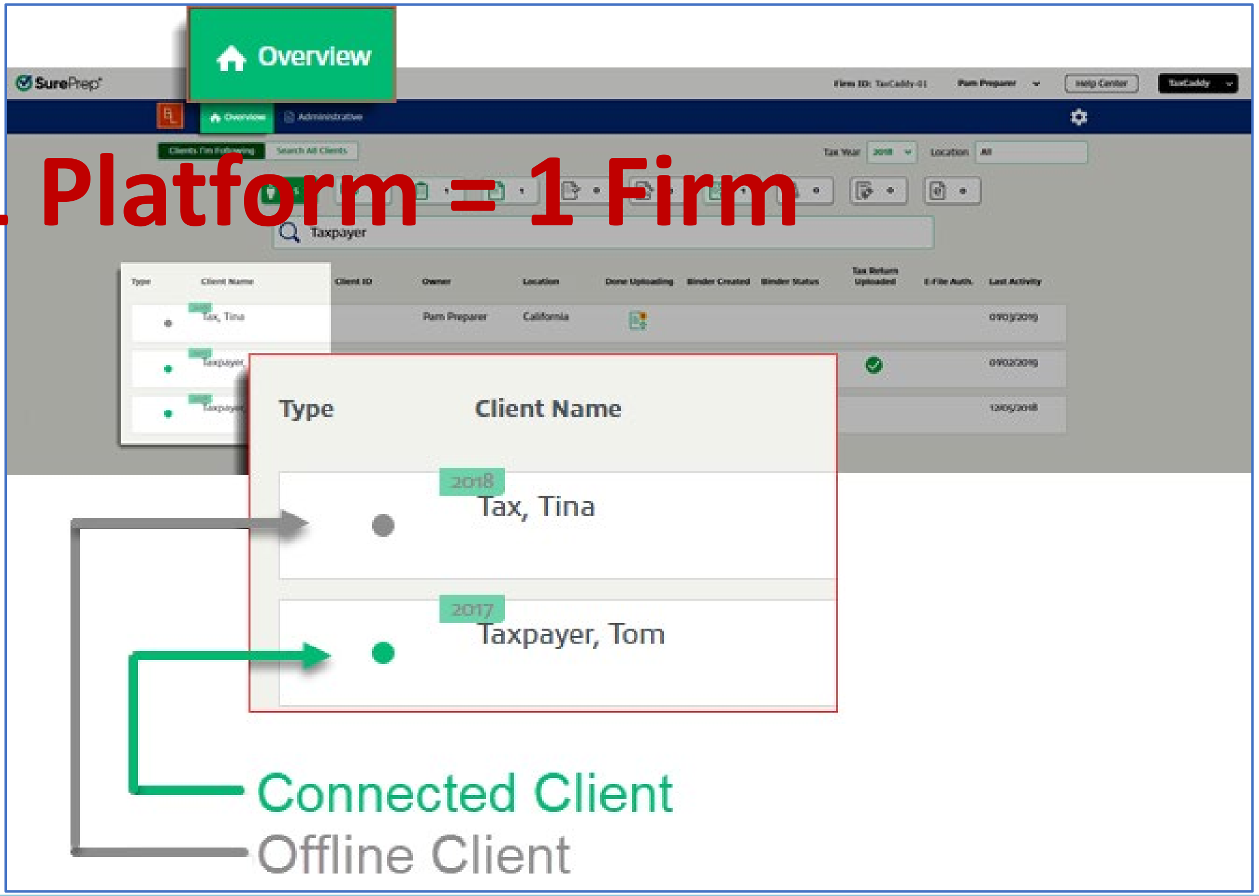
What are Offline clients

- TaxCaddy accounts created on behalf of taxpayers, not by taxpayers
- Created by the tax professional
- For those taxpayers who have not yet created a TaxCaddy account or for those taxpayers that will not be invited
- Beyond this, they function the same as taxpayer created accounts

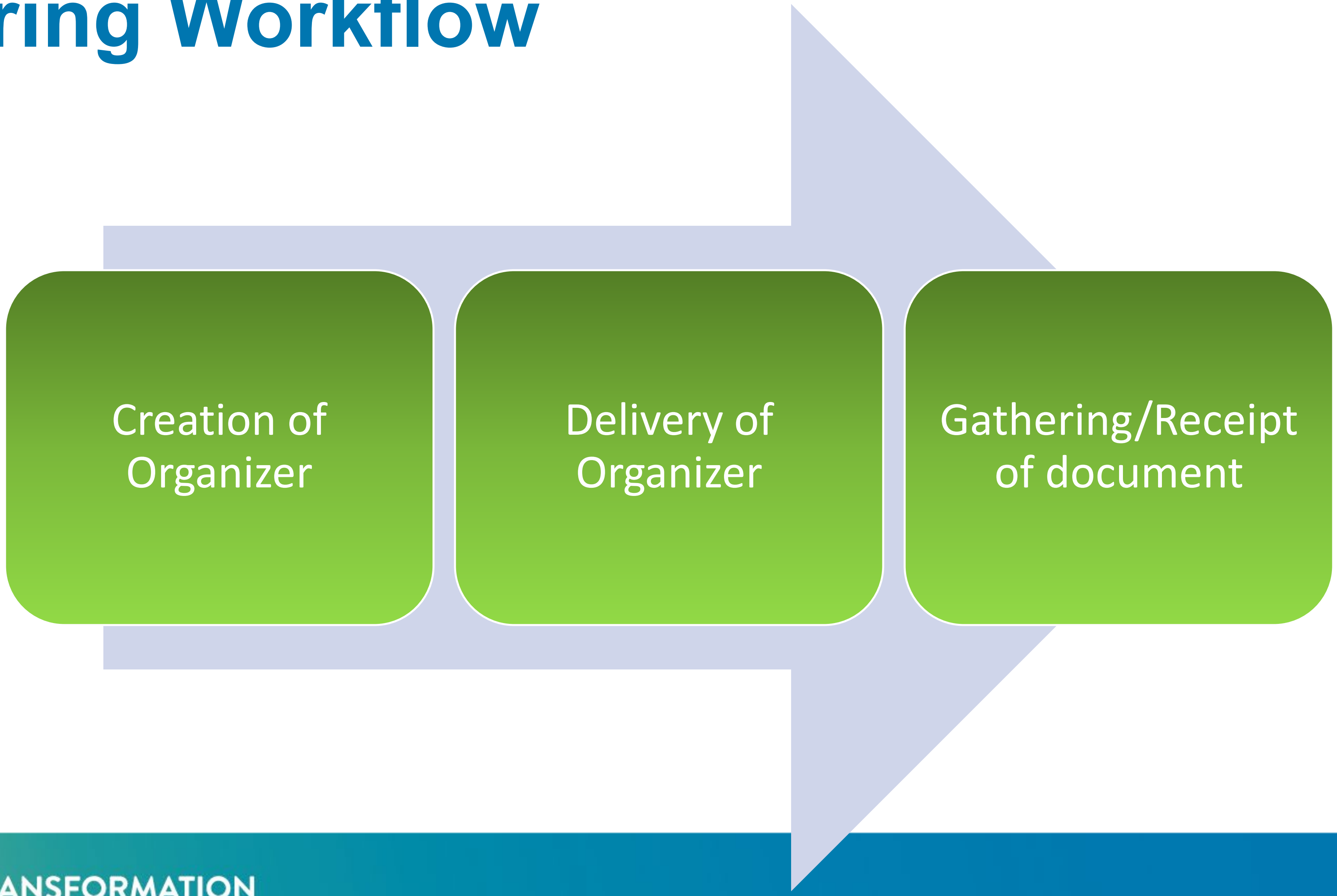
Value of TaxCaddy

1 Process & 1 Platform = 1 Firm



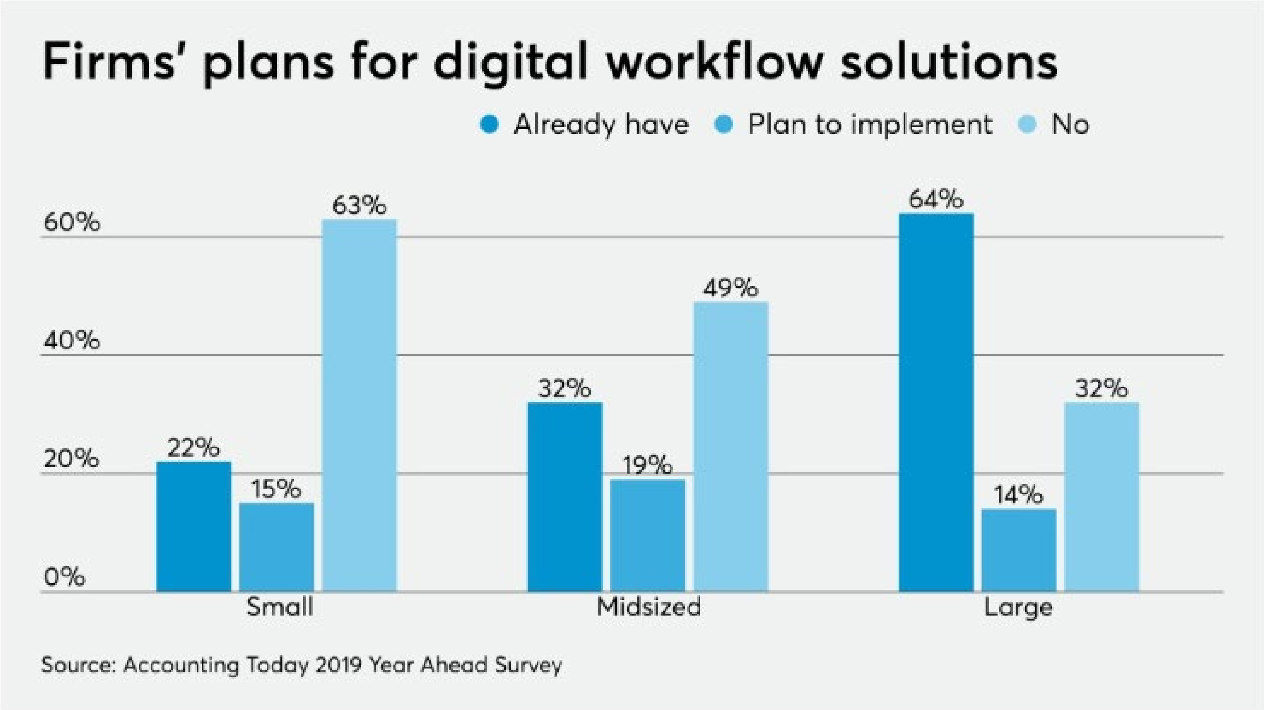


Gathering Workflow



Workflows

oftentimes, processes are designed and implemented haphazardly over the years to meet needs as they occur. And in many cases, business practices have been created based on expediency, not efficiency or productivity.



Accounting Today, October 22, 2019 "6 Steps to fine-tuning your business workflows and processes

Gathering Workflows

- What is the ultimate goal?
  - Gather information as quickly as possible so that the process can begin as soon as possible
    - Eliminate bottlenecks
    - Eliminate extensions
    - Improve utilization of resources
  - Inherent is getting the requested items to the taxpayer as efficiently as possible
  - Any other?

Gathering Workflows

- How much time/money does it take to get the “Organizer” out the door?
- How do we know that we’ve got enough information to start the preparation process
- How is technology being used to identify when the preparation process is ready to begin?

Gathering Workflows … today

Mail

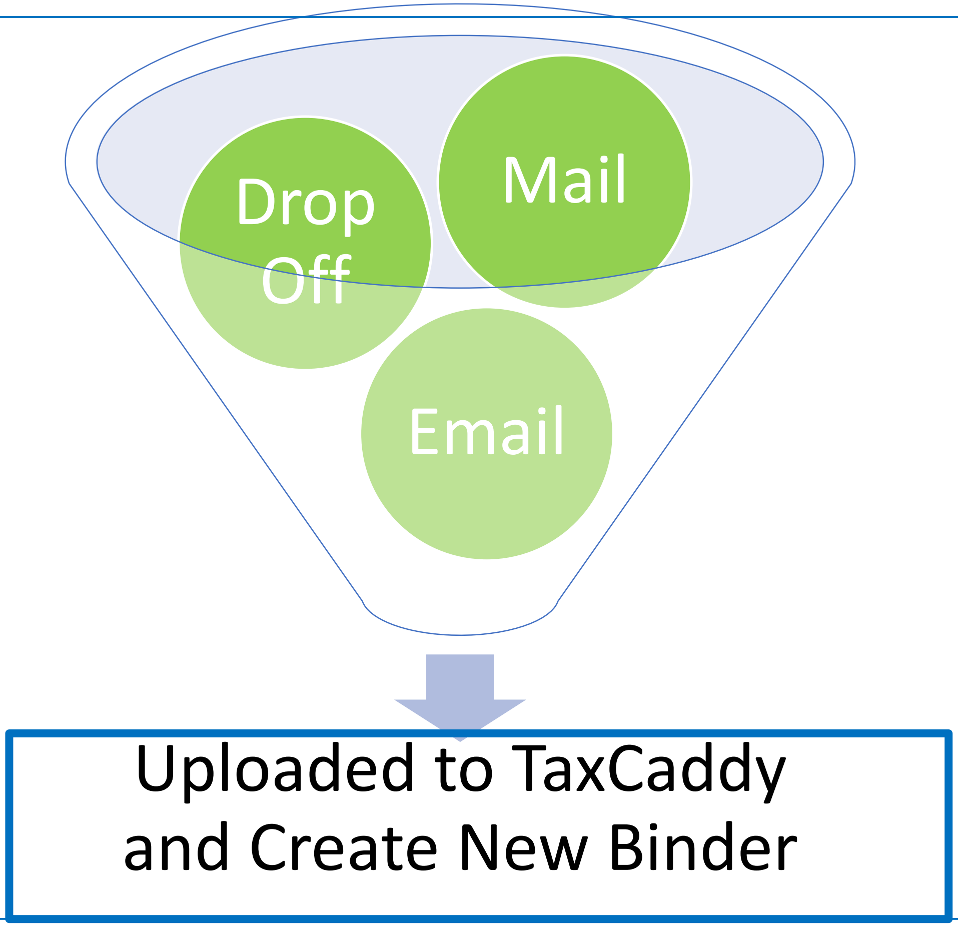
Email

Drop Off

Download

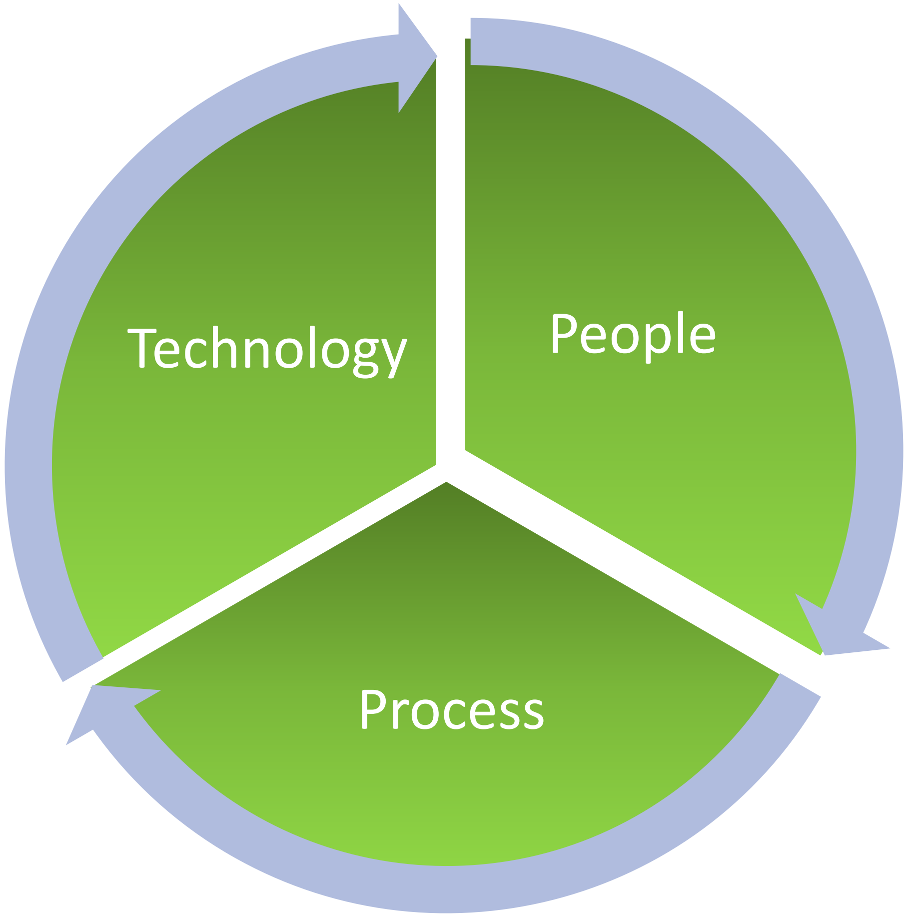
Other

Gathering Workflow…tomorrow



Building the new Gathering Workflow

- The right people at the right level
- Process improvement
  - Eliminate personal preferences
  - If there isn't a technical reason or client service reason, is it needed?
  - Reduce number processes
- Utilize technology
  - Manual processes will stay manual, technology is a continuous improvement



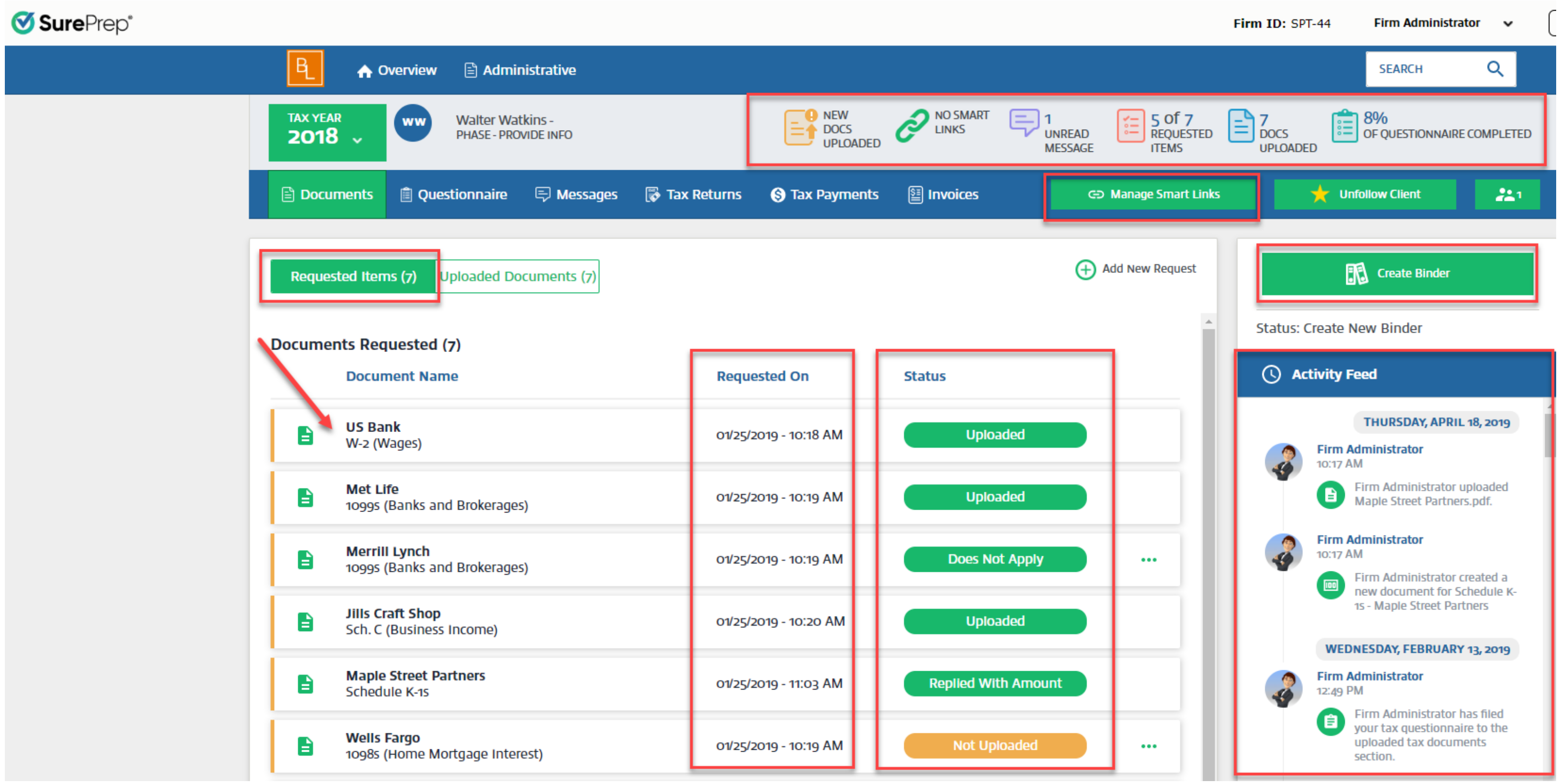
TAXCADDY

TaxCaddy is…

- An online solution to simplify tax time
  - Taxpayer focused
  - Makes creating and gathering tax documents and sharing them with a tax professional a breeze
  - Digitizes the request of information for the tax professional
  - Promotes the end to end electronic workflow
  - Including the automatic retrieval of tax documents (W-2s, 1099s, 1098s)

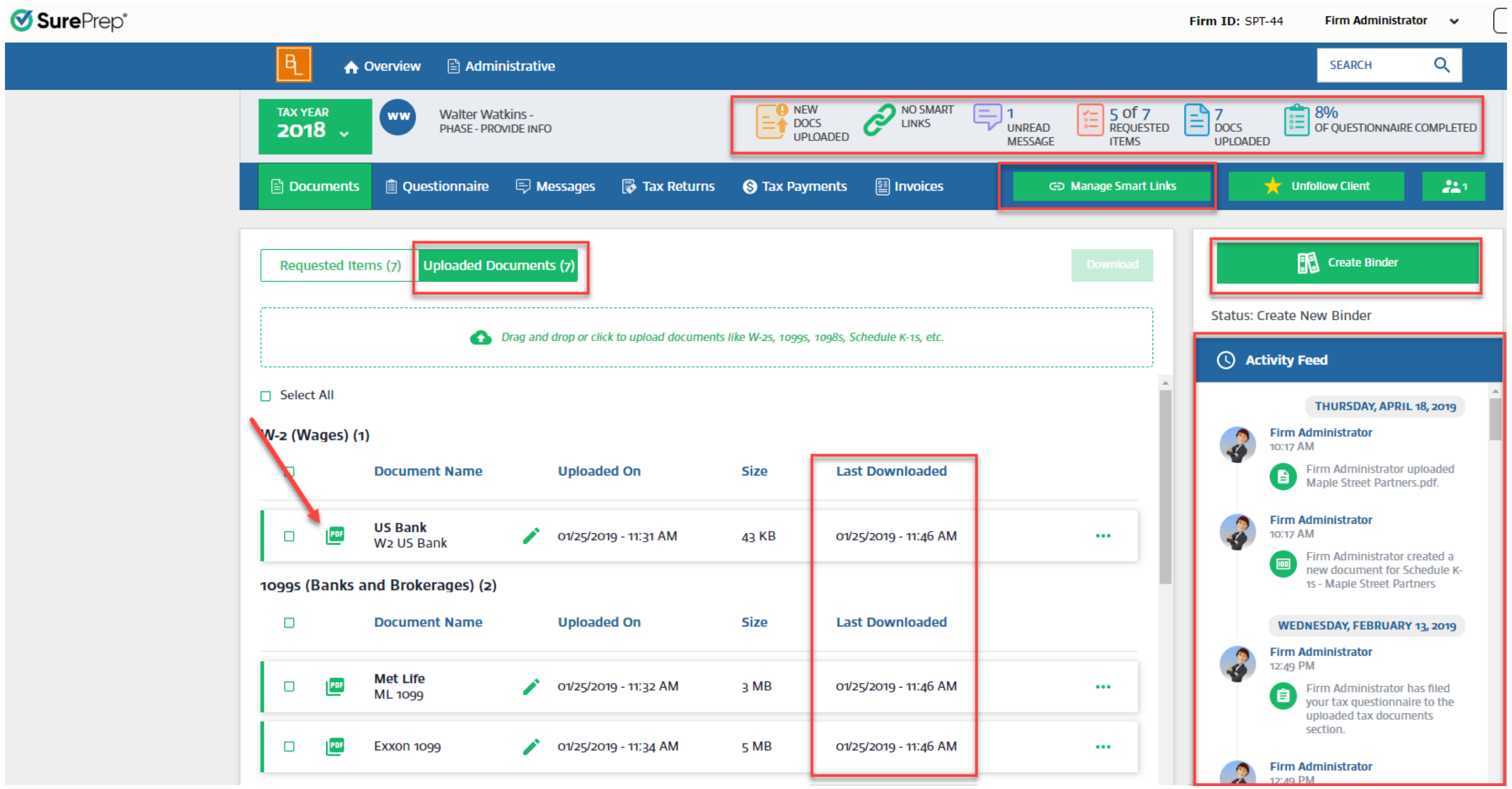
TaxCaddy Is…

- Digital Request for Information



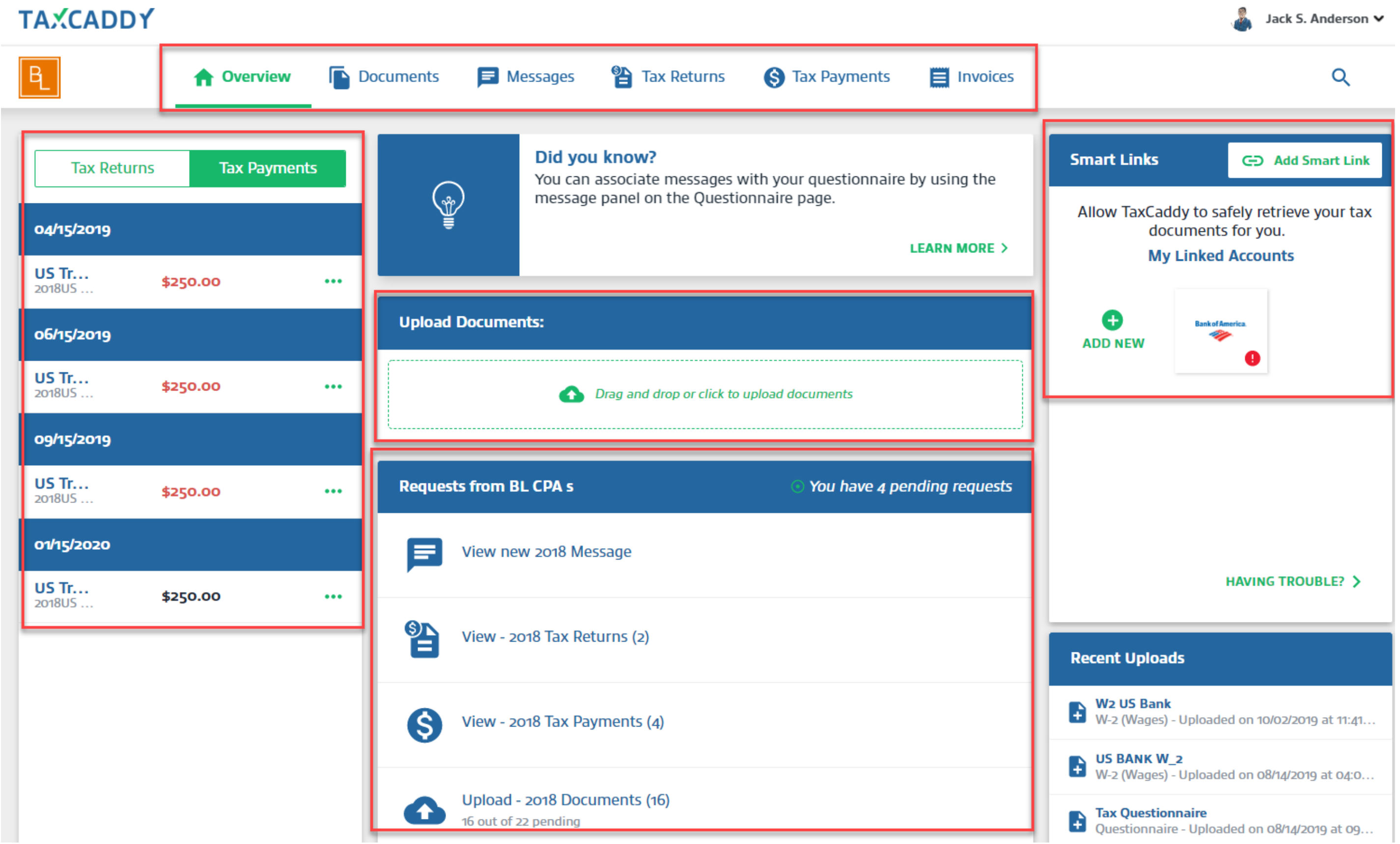
TaxCaddy is…

- Application for gathering taxpayer's documents



TaxCaddy is…

- A taxpayer focused application that is easy to use... One they will actually use



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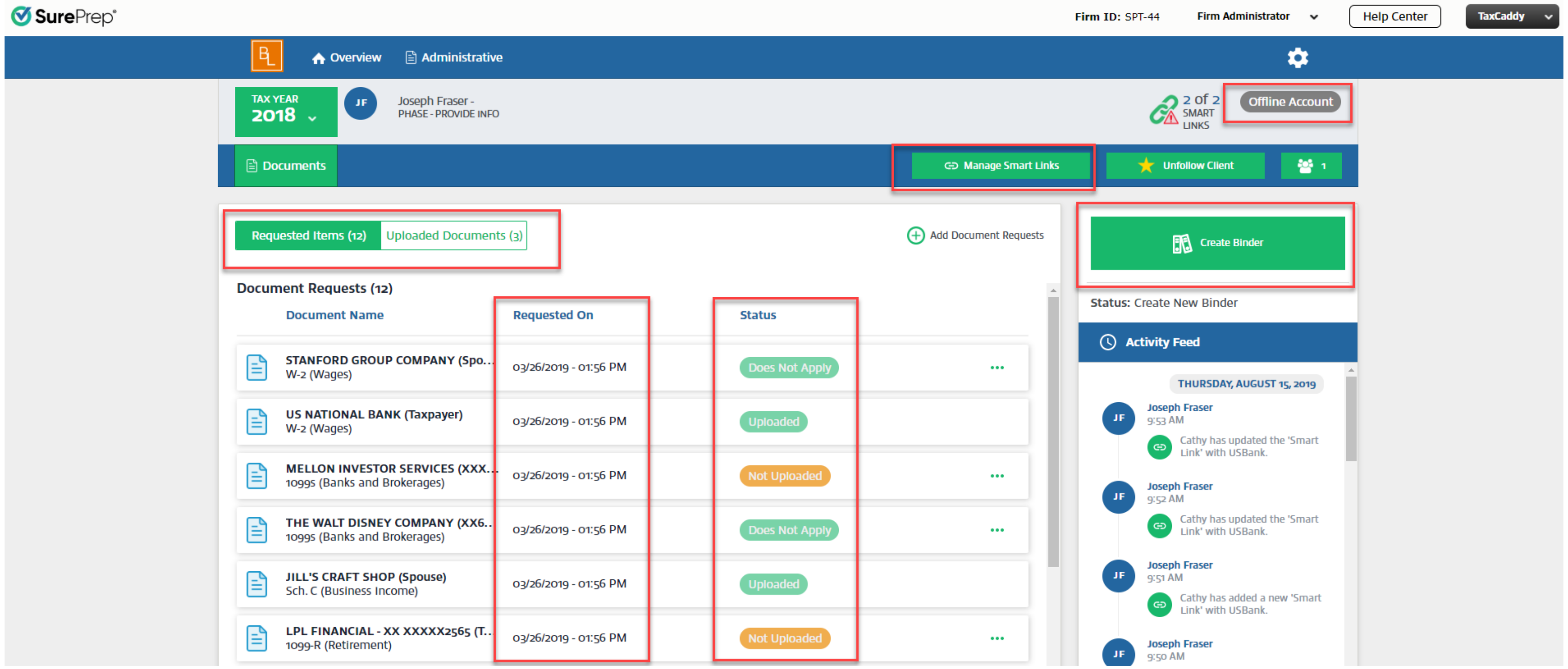
  - Including ability to utilize Smart Links

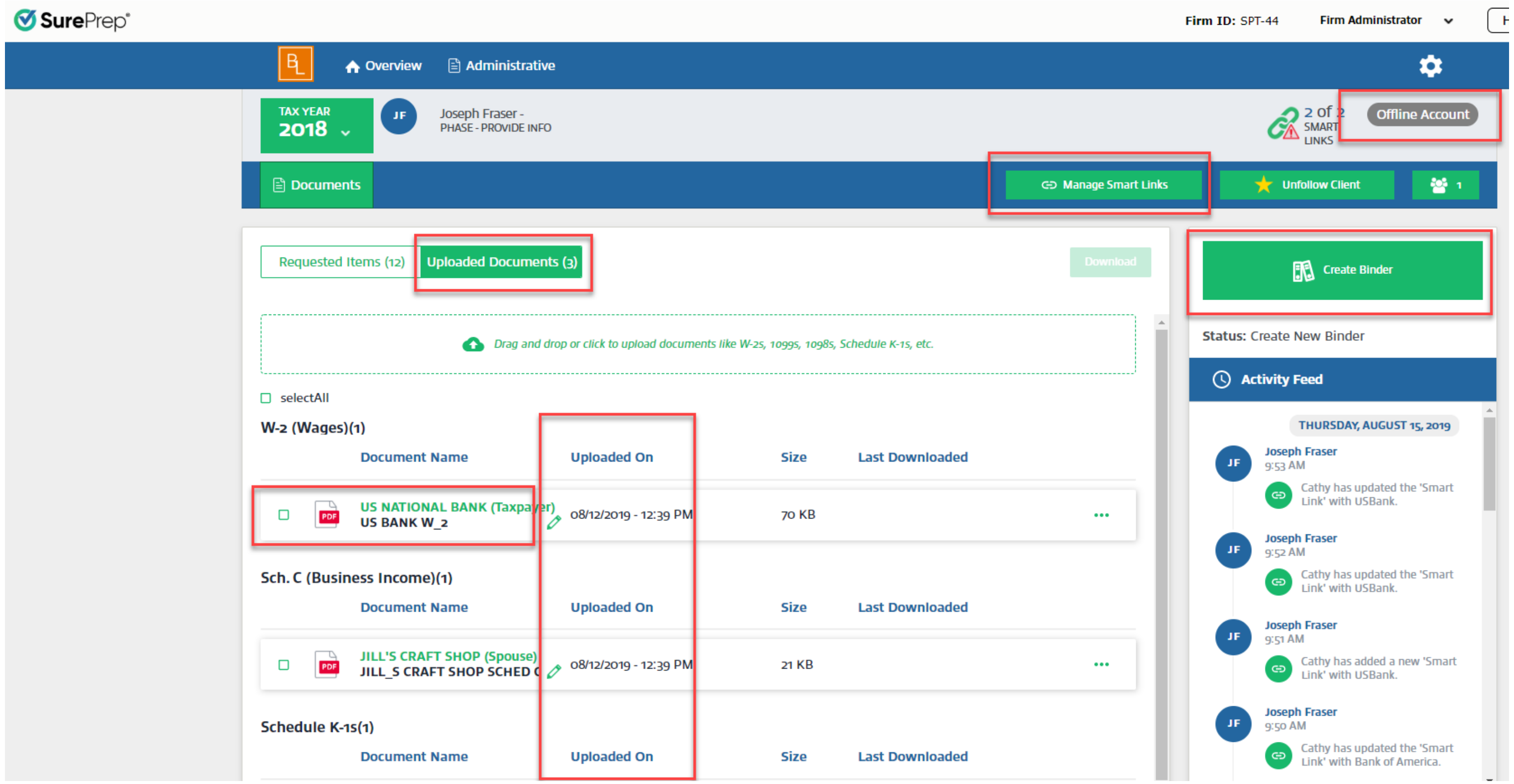
Offline Account Is…

- Digital Request for Information



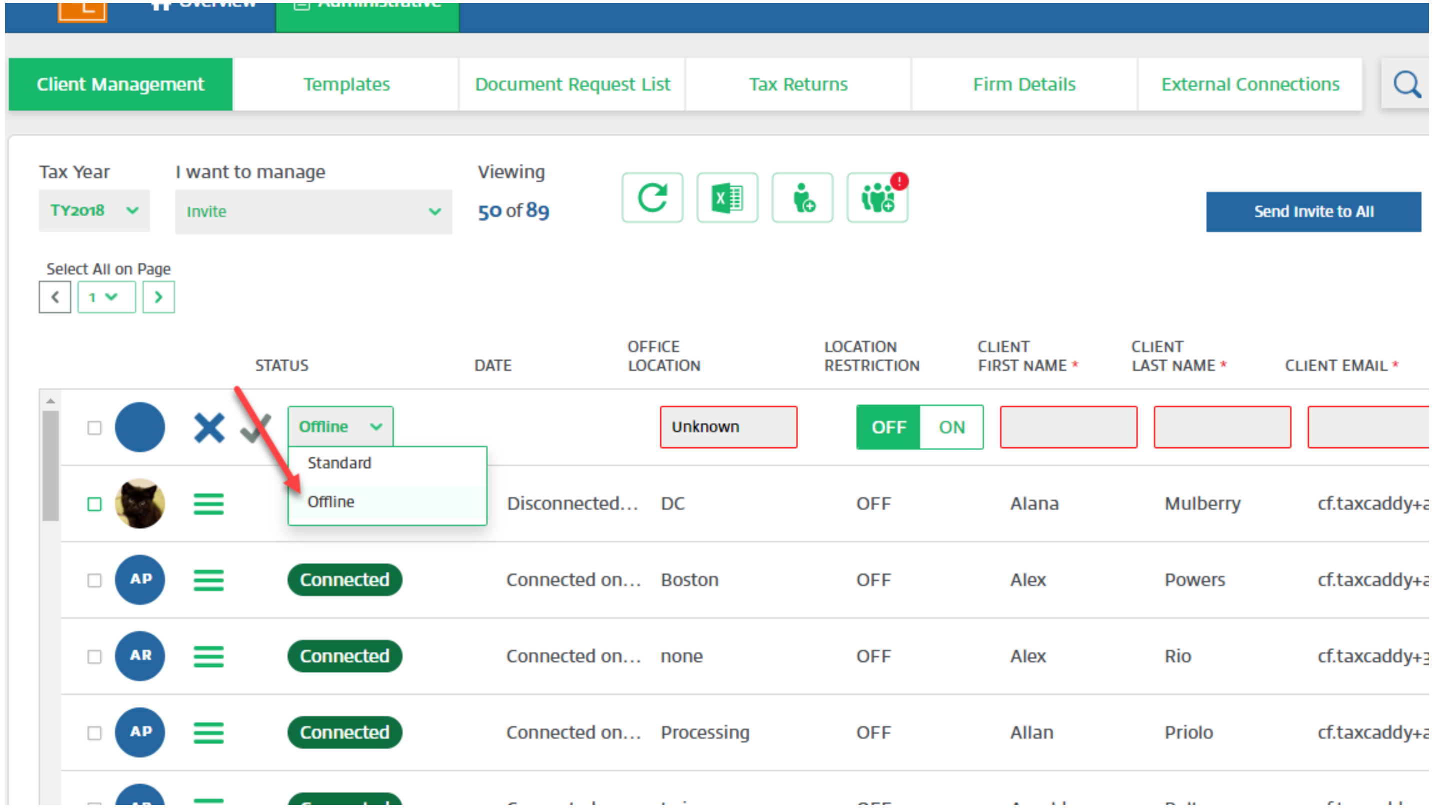
Offline Account Is…

- Application for gathering taxpayer's documents



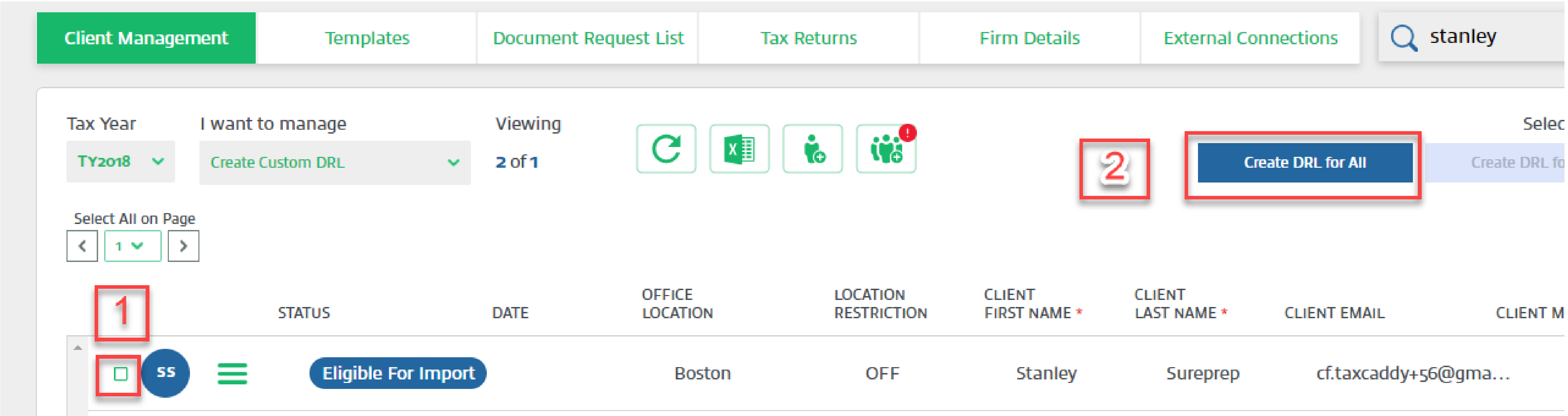
Offline Account Is…

- Created by the tax professional and used to eliminate workflows



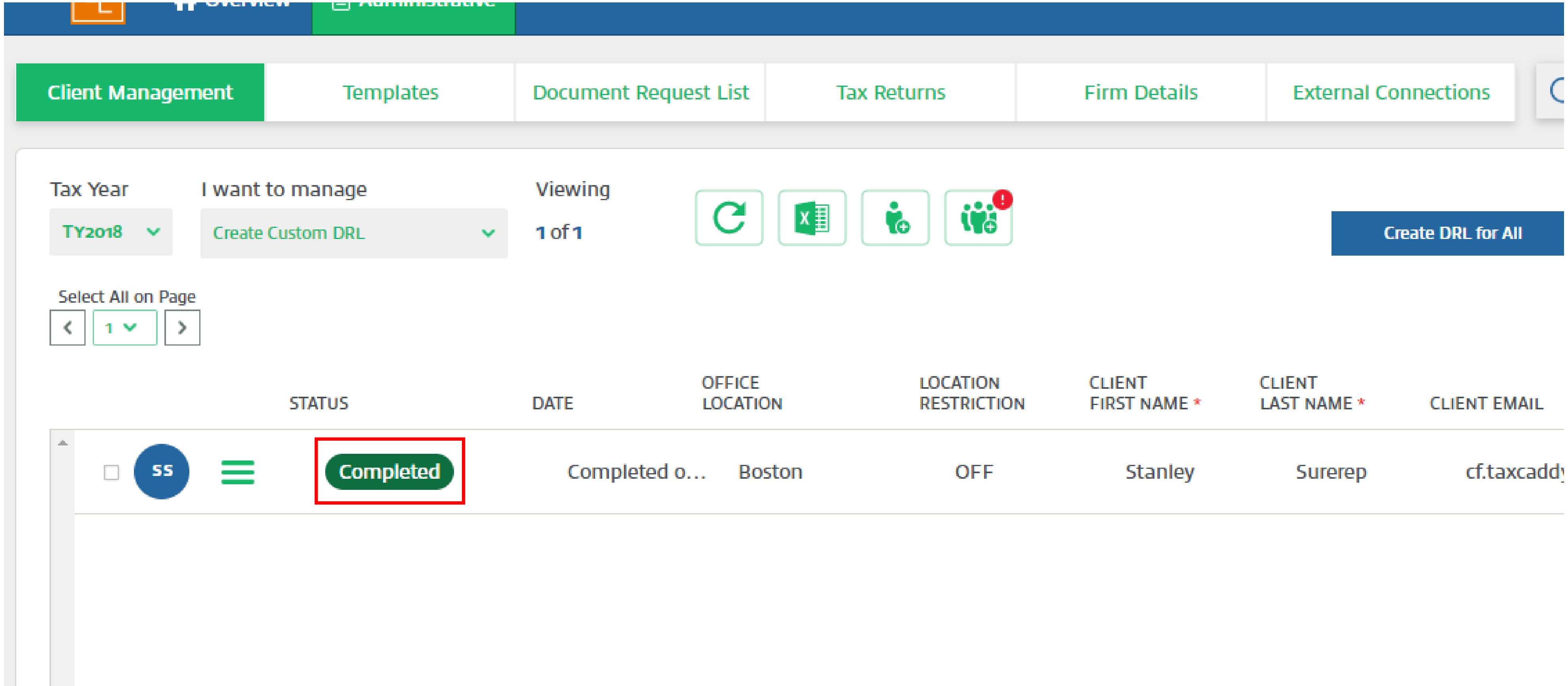
Offline Accounts

Create the DRL



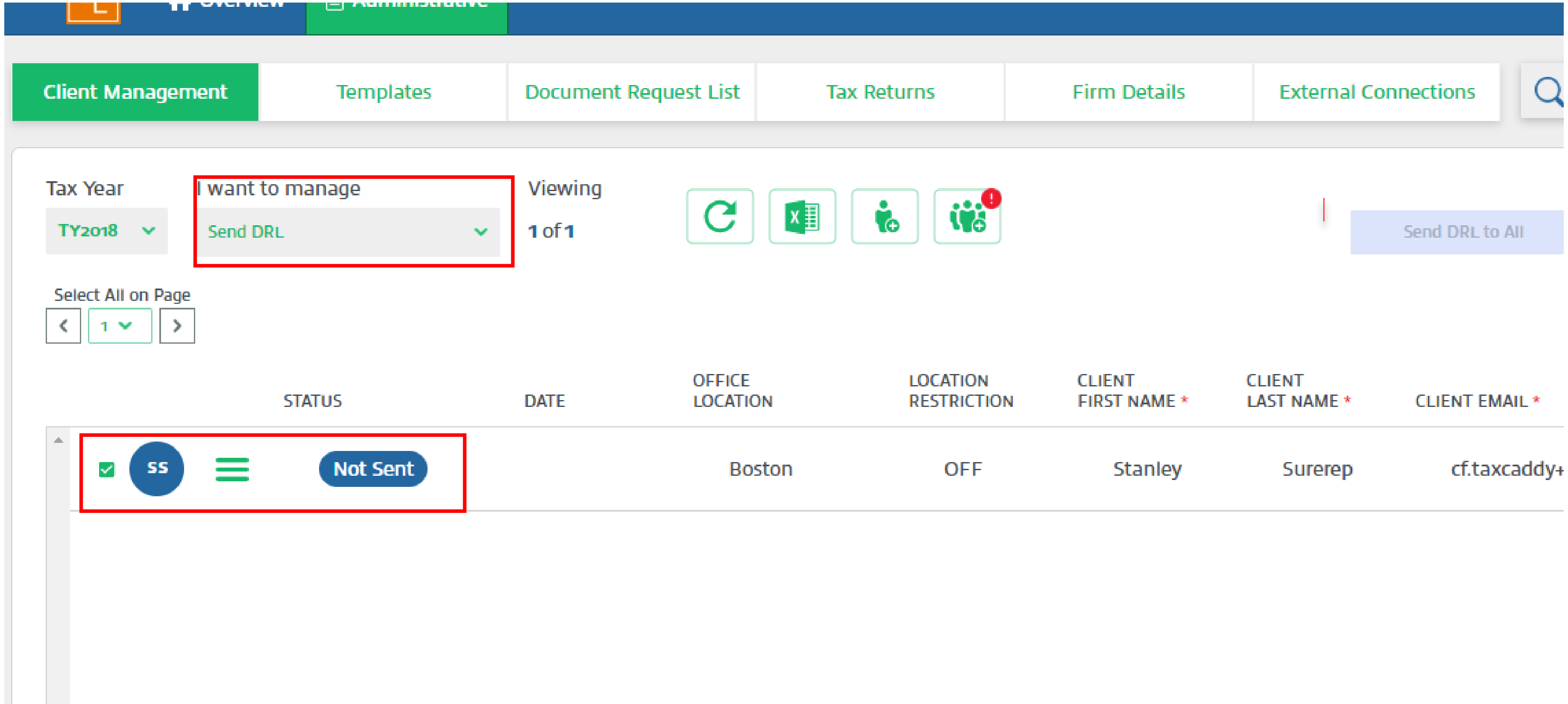
Offline Accounts

Once the DRL is created …



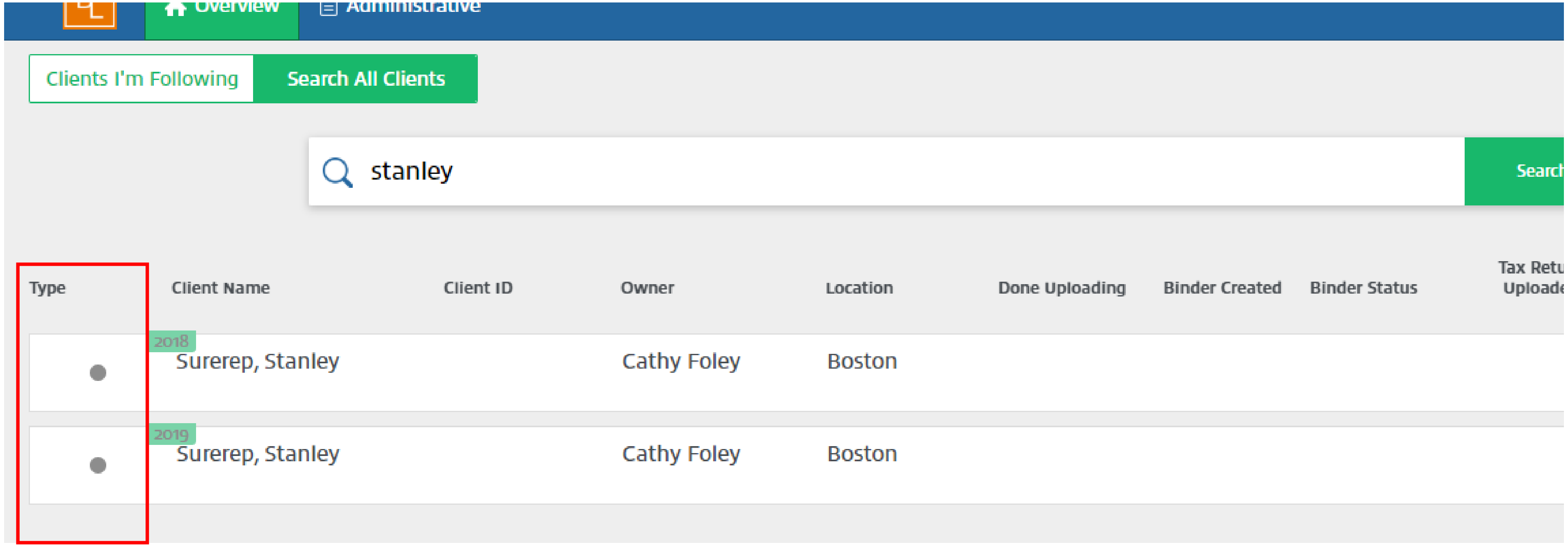
Offline Accounts

Send the DRL to populate the client profile



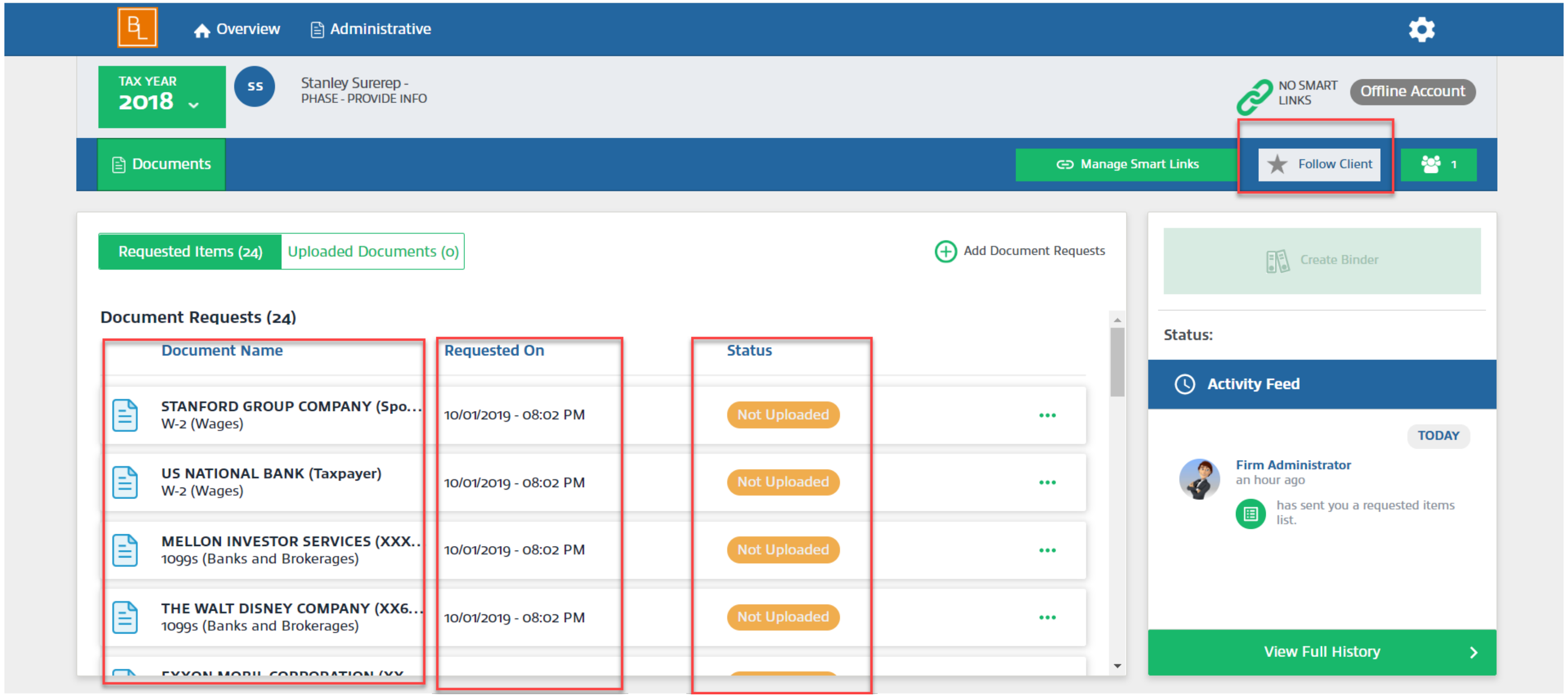
Offline Accounts

Offline accounts are identified by a Grey button



Offline Accounts

Client profile is populated with requested information and has the same functionality as a Taxpayer created account



Offline Accounts

- Let’s Jump In

Q & A

Contact Info

Cathy Foley, CPA, MST

Cathleen.Foley@Sureprep.com

WWW.SurePrep.com

1-800-805-8582

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