How Practice Ignition and Xero Helped Emmerman, Boyle & Associates, LLC Reduce Their Aged Receivables from 60+ Days to 0 Days

CASE STUDY

"Practice Ignition doesn't just grab engagement by laying out our service offerings; it also kicks off a workflow in Xero Practice Manager.
PI does all the downstream post-engagement workflow setup for us—from creating invoices in Xero to setting up automatic reminders. No other platform does that so efficiently."

David Emmerman,
PARTNER, EMMERMAN, BOYLE & ASSOCIATES, LLC.

The Client

Emmerman, Boyle & Associates, LLC

INDUSTRY
Accounting

LOCATION
New York (USA)

Emmerman, Boyle & Associates, LLC helps over 2,000 small and medium businesses solve their accounting needs annually. They are especially passionate about helping businesses in the IT Managed Services, Hospitality, and Real Estate industries.

EBA sweats the details of tax compliance, bookkeeping, business finances, and more, so business owners can focus on what they do best—running their businesses.

WHAT WE PROVIDED

Streamlined internal engagement process

- Automatic payment function
- Engagement letters
- Xero + Xero Practice Manager integrations
- Built-in analytics

The Challenge

Slow payment cycle & difficulty pricing new clients

Figuring out what to price their firm's engagements at used to take months for David Emmerman and Kevin Boyle, partners at Emmerman, Boyle & Associates, LLC. The problem wasn't that they didn't understand the value of their accounting services—it was that they didn't have a clear process for communicating their value proposition to new clients, and sometimes existing clients.

They were also worried about slowing down an already slow payment cycle. EBA billed its clients at the end of each month but payments weren't prompt; average aged receivables of 60 to 90 days were typical. This meant that partners needed to carry the labor cost—sometimes for months on end.

David and Kevin soon realized that the root of their problem was an inconsistent engagement process. What they needed was a clear engagement letter that would provide more visibility around their services and pricing, help them separate good prospects from bad ones, and make it easier for clients to financially interact with their firm.

> “We did not have a consistent engagement process, so our clients didn’t understand the value we were providing to them. We were using Word documents or embedded engagement letters within our tax applications that left staff and clients confused.”

The Solution

A centralized platform for controlling engagement

Practice Ignition was the all-in-one onboarding platform David and Kevin had been searching for. Their smart contracts made client engagement easier in three practical ways:

1. Proposal, contract, and payment terms were gathered under one roof and were ratified with just one signature.
2. Clearly laid out engagement letters enabled EBA to provide more visibility around services and pricing—making the value add immediately evident for their clients.
3. Automatic payments made it easy for clients to pay directly through the proposals via credit card or direct debit/ACH.

Now, David has more visibility around their sales process, from lead capturing to signing a new client. He’s used these insights to gain a clearer understanding of how engagement impacts EBA and to strategically plan for the future.

> “Practice Ignition has helped us easily identify whether we’re going to have a new client or not. Clients now easily understand our value adds, and they typically sign engagement letters within moments of getting it.”

The Result

Better engagement & prompter payments

Practice Ignition has changed the way EBA interacts with its clients. For example, now that invoices are paid in advance rather than arrears, the average wait time on aged receivables has dropped to 0 days.

Clients also have a clearer understanding of EBA's services from the outset, and EBA isn't perceived as a debt collector chasing them for fees due, which helps move conversations past payments and towards the job they were hired to do—solving the accounting needs of small business owners.

Practice Ignition has helped David, Kevin, and their entire team streamline their engagement process. It's provided them with everything they need to profitably price their clients based on the value they provide, and bill at a rate that is both fair to their clients and accurately reflects the time spent on each service.

> "Now, we can deliver engagements, and get the financial part out of the way with minimal effort and minimal asks on our clients. A super tight process right off the bat—that's the experience we're giving our clients."

Make client engagement the easiest part of your day.

Practice Ignition simplifies proposal creation, invoicing, and payment collection—so you can get back to growing your business.

TRY IT FREE