

# Firm Increases Billable Time with Results

## Case Study: Profitable Accounting

### ABOUT PROFITABLE ACCOUNTING

Profitable Accounting serves the accounting and bookkeeping needs of small businesses. The company helps small business run more professionally, efficiently and confidently. Their three main services include QuickBooks Services, Tax Services and Business Services.

#### CUSTOMER

Profitable Accounting

#### INDUSTRY

Accounting

#### FOUNDED

2004

#### KEY CRM NEED

Needed to become more efficient at monitoring contracts and billable time.

#### RESULTS PRODUCTS

CRM Business Suite  
QuickBooks Integration

### BUSINESS CHALLENGES

#### Unsatisfied with Previous CRM.

Profitable Accounting was working with a CRM package that was impractical and unstable. In addition, their previous software did not integrate well with QuickBooks or Outlook, which wasted their billable time.

**Monitoring Contracts.** Management needed a way to closely monitor staff time so that contract quotas were not exceeded. Office and remote staff needed a way to document and track their time.

**Managing Time.** Profitable Accounting knew that with the right tools in place, they could be more productive. They needed a way to decrease non-billable time, increase billable time and therefore increase income.

### WHY RESULTS?

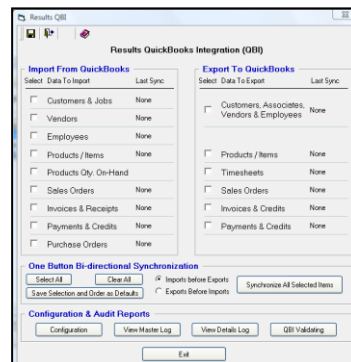
**Time Management.** Users track time through the Results calendar & timesheet modules. Timesheets integrate with QuickBooks and the calendar integrates with Outlook, providing the owner with immediate visibility into billable time.

**Time Savings.** The seamless QuickBooks Synchronization eliminated double-data entry, allowing them to focus more on billable activities.

**Responsive Support.** Profitable Accounting was impressed by the level of support received during their evaluation and purchase of Results. As a customer, they continue to find the Results Support Team extremely responsive and helpful.

### FAVORITE RESULTS FEATURE

Profitable Accounting uses the QuickBooks Integration module to streamline their internal processes. This module allows them to Export Results Timesheets, Products, and Contacts into QuickBooks. The organization has saved time on double-data entry. Providing visibility of each client's billable time has allowed them to focus on billable hours and increase their income.



“Results has a unique combination of playing well with other programs and keeping track of details not available in the QuickBooks program. It has allowed us to significantly streamline our invoice, vendor and time tracking processes to increase our billable time and bottom line.”

Michelle Stephens, President  
Profitable Accounting