

Dext

Case Study

Manny Rai, Partner
Cheylesmore Chartered
Accountants

**How Cheylesmore Chartered
Accountants Achieved Five
Years of Growth in One Year**



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Partner, Cheylesmore
Chartered Accountants



About the business

[Cheylesmore Chartered Accountants](#) is a Coventry-based firm, started in 2020 at the precipice of huge changes in the accounting industry and across the world. Accountant and founder Manny Rai shaped his firm around the needs of modern accounting and has built an impressive technology stack, along with a custom firm app, to serve the firm's focus on business improvement and strategy.

Cheylesmore's growth is fast-paced, with smaller firm acquisitions already in the works. Manny attributes the speed of expansion to the firm's team and core accounting platforms; Xero and Dext. Cheylesmore utilises the full [Dext platform](#), Dext Prepare, Dext Precision and Dext Commerce to serve his clientele, which ranges from landlords to manufacturers.



Opportunity

One of the primary concerns of many in this age of automation is being replaced by technology. Manny understands this worry all too well. "We hear that all the time. I always say there are 100 other things we could be doing. Automation is not a replacement for human effort, it's simply improving quality and providing more accuracy. It works for us [Cheylesmore] because we're focused on quality and reputation."

He also recognises the process of integrating new technologies into an existing process, "I know that it takes time. You can't buy software and then expect it to save your business overnight. It takes a dedication to training and learning. We also had a lot of support from Dext when it came to adopting their products."

Cheylesmore also needed to make sure their fast growth was sustainable. "I spoke to an advisor about how much our firm was worth. When we went through the figures the result was that we'd done in a year what would take another accounting firm five or six years to do. So that's the rate of growth."



Over the last few months, I rarely have to intervene to resolve any manual issues.”



The results

In response to this need for streamlined workflows and technology that could keep up with a burgeoning firm, Cheylesmore favours the entire Dext platform. Manny regards it as a vital tool in their process and adapts the product line to fit the firm's needs. However, Dext Prepare's data entry takes second place in the firm's workflow, instead Dext Precision is the first stage of client interaction.

“What I normally do now is run Precision's Healthscore feature first when bringing on a new client. The lower the score, the greater the need for our support,” says Manny.

In addition to this, Manny and the Cheylesmore team have also brought [Dext Commerce](#), Dext's newest digital sales offering into the mix. E-commerce is one of Cheylesmore's sectors and Manny is positioning the firm to address the growing demand for digital sales accounting.

“The reason we use Dext Prepare and Precision is so we don't leave any stone unturned. It's simple, clients upload the documents, and then it's linked to a transaction line account. What that means is that everything is accounted for and everything is documented. From the Dext Commerce point of view, it won't just say “eBay, 100 pounds payout” into their account; it says whatever they sold in the line items. That's a big plus because clients won't understand that a payout of 100 pounds links to 10 items sold, a refund and a discount. All of that is hard enough for us to understand. We used to actually export into a spreadsheet, and then try to figure it out. You almost want to give up because it's so hard to reconcile [digital sales] with only a spreadsheet.”



Impact

- Using Dext's complete product suite aided in Cheylesmore's rapid business growth within one year.
- Dext Commerce is streamlining the digital sales accounting process by providing data visibility to Manny and team.
- Dext Precision's Healthscore feature helps Cheylesmore determine the state of client data during the discovery phase.

Ready to grow your practice?

Dext helps your practice become more productive. Speak with one of our product experts today.

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