



Dext

**How to save
up to 2.5 hours
of time for
every 10 clients**

BlueRock

How Bluerock uses Dext
to turn data into gold

Case Study

www.dext.com



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If you were to be offered a way to take at least 60% of the effort out of mundane but critical tasks, and do this in a way that means your bookkeeping teams are happier and more satisfied, working on more interesting and higher value activities - would you wonder what the catch is? What if it meant that your accountants could feel absolute confidence in the accuracy and timeliness of the client's data before they start work, how could this benefit them and your clients? Dext have worked with a dynamic Accounting and Business Services practice and seen the results for themselves.



Growing ideas into ‘wow’ businesses

Just one glance at [BlueRock's website](#) will bring home to you the unique style of a business that's delivering professional services in a genuinely new way. Its founder was driven to create an organisation that brings together an ever-evolving suite of solutions to respond to the changing business and individual needs of their community of growth-focused clients.

BlueRock started off providing accounting services and, centred around their strategy of being able to offer full support to entrepreneurs and business owners as they grow their businesses, now have a holistic suite to meet their demands. This has moved them beyond the typical frame of ‘just doing the books’ out to address all aspects involved in the quotidian life and wider strategic plans of entrepreneurs and their organisations.



There's gold in their data

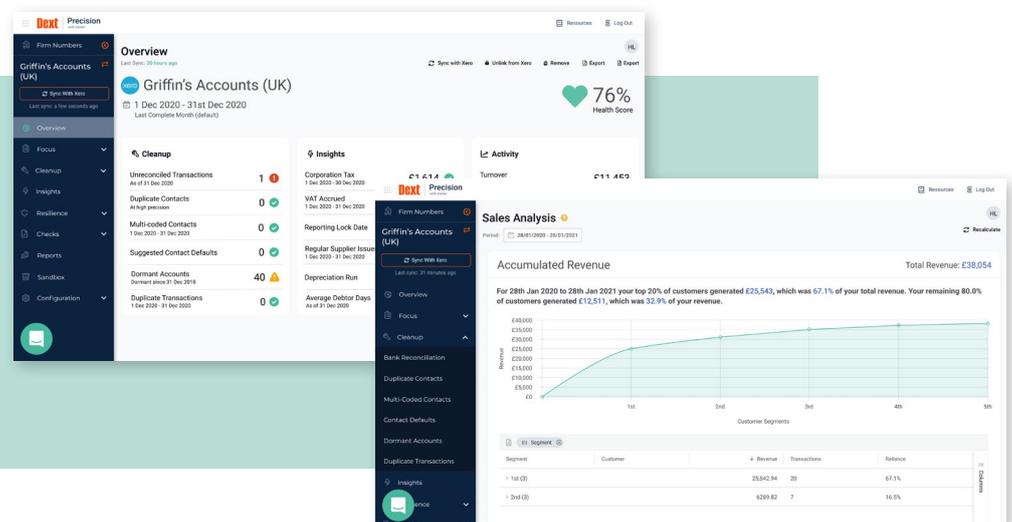
Trust this business, then, to find ways to bring the world of bookkeeping into the 21st century. Think about your expectations of this task – does it include dusty shoe-boxes full of crumpled receipts and last-minute rushes to try and make looming deadlines? Something to be dealt with, but not a task that offers much space for strategic benefit to your organisation?

In 2018, BlueRock decided to take a seemingly unexciting activity – that of the capture and entry of receipts and other documents – and to change the way they managed this with their clients. They set about looking for a digital approach where they could use technology to reduce the time and human effort needed to gather and log this data. They selected Dext Prepare's cloud-based platform and very quickly found that it not only reduced the risk of human error in data entry, but it also actively supported their desire to improve the quality of work life for their own staff by empowering them to move on to handle higher level work. They save, they conservatively estimate, more than a week of data entry time a year for an average client. Time which their bookkeeping teams now use to provide value added services for their clients.

Now, Dext Prepare is part of BlueRock's digital furniture, quietly ensuring the delivery of clean, accurate and up to date data for business owners who traditionally have had little time for this unloved activity. Clients use an app to photograph receipts as they get them and the system ensures that these are picked up, the data extracted and categorised successfully into the client's accounting system with minimal human intervention. The technology even learns as it works with the data and can be trained to meet specific client needs. It's quick, needs no training and feels very familiar for any smartphone user.

BlueRock's bookkeepers, and the service that they provide, now act as a valuable first step in giving clients rapid access to the up to date and accurate day-to-day pulse of their financial activities. Instead of their time being consumed with manual activities or with month or year-end rushes to get up to date, the BlueRock team can take a more strategic perspective with each client ensuring that they get advice at the best time for them to take action. The icing on the cake, for many clients, is vastly increased confidence in the timely and accurate allocation of taxable items ensuring they incur just the right amounts as they become due.

Good things flow from getting this right from the get-go. Accounting data is more accurate, meaning that when they pass to the Accounting Division for end of year processing, there are fewer surprises, and less work is required to bring things into order.



Digging deeper for insights

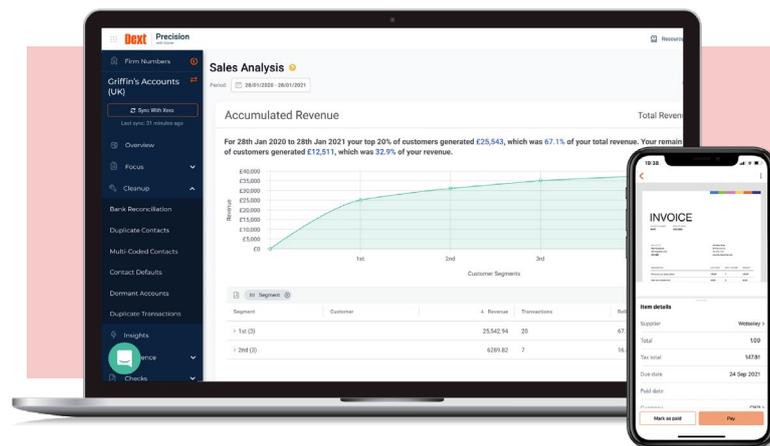
BlueRock and its clients benefit from the moment they started to use Dext Precision. It provides an instant Health Check of the client's Xero account, meaning that BlueRock save 2.5 hours of time for every 10 clients in their initial assessment of work needed for a new client. This continues on into the month end process, by saving three and a half weeks of processing time for every 100 clients.

This came about as part of BlueRock's efforts to continually evolve their Digital First services, the Bookkeeping team were looking for ways to deepen their service offering. What more could they do, in support of their clients? Was there a way in which they could continue to drive even greater accuracy in the bookkeeping process of clients? How could they cut through the volume of information that comes pouring out of accounting systems to highlight areas that were worthy of more attention?

They decided to make the leap to using artificial intelligence (AI), in the guise of Dext Precision, another of Dext's cloud-based products. The implementation of which Kaia Kaldoja, the Director of the BlueRock Bookkeeper Division, says "Dext was so easy to implement that we didn't need any instructions or guidance", and which has now moved the team to the next level in service offerings.

Dext Precision connects with clients Xero accounts, checking the detail that sits within them faster and in more detail than is humanly possible. The result, to quote Kaia, "is displayed in a dashboard which condenses an incredible amount of really useful information in a very simple way". It points Kaia's team members towards anomalies and they can click through into the underlying Xero data to get under the surface to check and resolve them there and then.

Critically, Dext Precision takes on board all the data sitting within the Xero account meaning that the BlueRock team can play a part in supporting improved accuracy across all of the data sets, not just the information ingested through Dext. The traffic-light system of green/amber/red provides a neat visual aid to where they could most valuably put their attention. They also have a chance to look across similar types of clients to help answer broader questions of how they compare in, for example, expenditure on a key area, payment days etc.



It's a testament to the quality of the technology that, for something so technologically advanced, the BlueRock team can rapidly apply it to a potential client's data to help guide them on the kind of services and quantum of fees that would give them the best outcomes.

Once again, BlueRock's use of technology has resulted in finding new ways to help support their teams in delivering answers to client's problems as well as moving the time they spend on a client to focusing on resolving issues and advising on improvements.



Many hands make light work

BlueRock's journey with Dext highlights how the creative application of technology offers benefits not only to their clients but also to their advisors.

Kaia, in emphasizing BlueRock's attention to innovation, points out that she is always positively surprised by Dext's corresponding focus on delivering new things that continue to add value to BlueRock. She puts this down to them "listening carefully to their clients", an echo of a value that reflects her own business's strategy.

BlueRock like to say, "Do things you love with people you care about and good things happen". Dext are proud to be a part in making this happen.



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**Ready to grow
your practice?**

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

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